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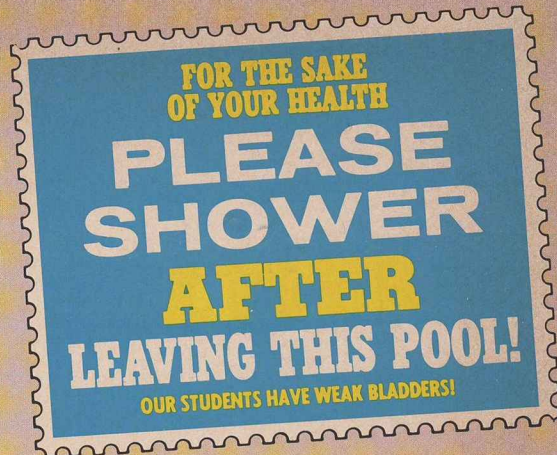
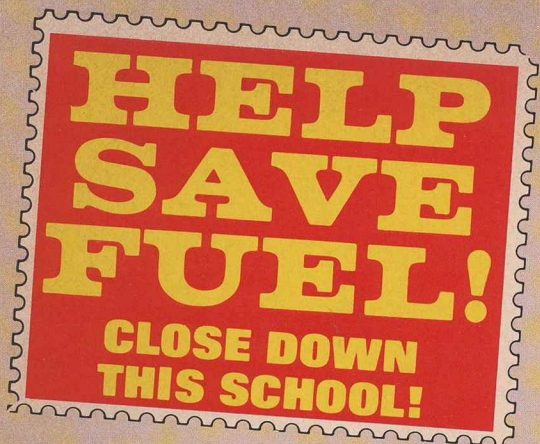
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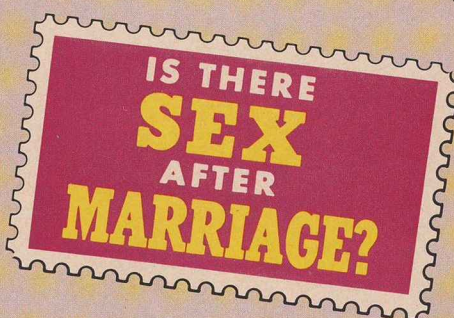
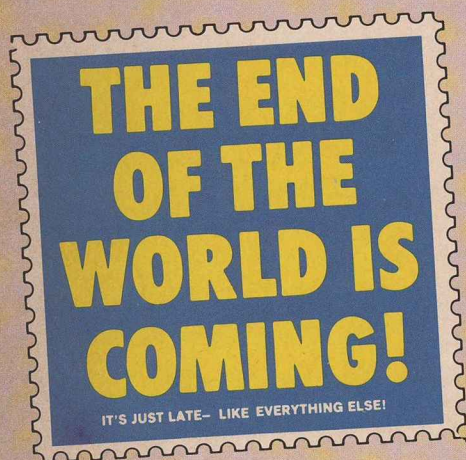
**CONSERVE**

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## CAN'T KEEP YOUR TONGUE IN CHECK?



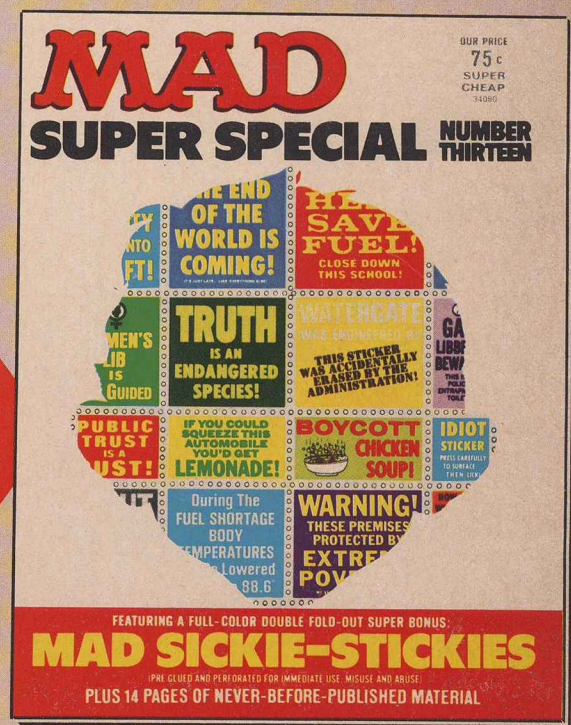
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"Don't worry about forgetting your girl-friend's birthday:  
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**JERRY De FUCCIO, NICK MEGLIN** *associate editors*

**JACK ALBERT** *lawsuits*

**GLORIA ORLANDO, CELIA MORELLI, ERIKA HOLTON,**

**DAVID FRAZIER** *subscriptions*

**CONTRIBUTING ARTISTS AND WRITERS**  
*the usual gang of idiots*

## A LEFT JABBER AND A RIGHT UPPERCRUST DEPARTMENT

"The Way We Bore" (A MAD Movie Satire)..... 4

## ALTERING THE WASTE DEPARTMENT

A MAD Guide To Re-Cycling Garbage.....27

## BERG'S-EYE VIEW DEPARTMENT

The Lighter Side Of The Energy Crisis.....22

## DIATRIBAL LEGEND DEPARTMENT

"Billy Jock" (Another MAD Movie Satire).....41

## DON MARTIN DEPARTMENT

One Evening At A Cocktail Party.....11

At The Professional Glass-Eaters Banquet.....34

One Day On A Tennis Court.....48

## INSIDE-OUCH DEPARTMENT

Behind The Scenes At A TV Network.....35

## LETTERS DEPARTMENT

Random Samplings Of Reader Mail..... 2

## MARGINAL THINKING DEPARTMENT

"Drawn-Out Dramas" By Aragones..... \*\*

## POOR ALFRED'S ALMANAC

May 16th to June 20th, 1974.....40

## SHIFT OF GAB DEPARTMENT

Parental Non-Sequiturs.....17

## STRIKE UP THE BLAND DEPARTMENT

Singable Theme Songs For TV Shows.....14

## SUBJECT TO CHANGE DEPARTMENT

Magazine Articles...Then...And Now.....20

## THEN AND OWW! DEPARTMENT

Remember When.....38

## WEDDING BELTS DEPARTMENT

A MAD Look At Marriage...Before And After.....12

\*\*Various Places Around The Magazine

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**THE WAY  
WE BORE  
(MOVIE  
SATIRE)  
Pg. 4**



**SINGABLE  
THEME  
SONGS FOR  
TV SHOWS  
Pg. 14**

**SOME  
TYPICAL  
PARENTAL  
NON-SEQUITURS  
Pg. 17**



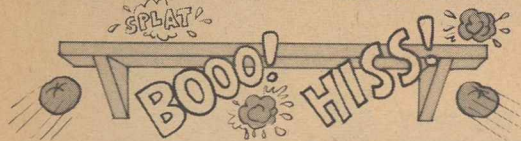
**THE LIGHTER  
SIDE OF THE  
ENERGY  
CRISIS  
Pg. 22**

**A MAD  
GUIDE TO  
RE-CYCLING  
GARBAGE  
Pg. 27**



**BILLY JOCK  
(ANOTHER  
MOVIE  
SATIRE)  
Pg. 41**

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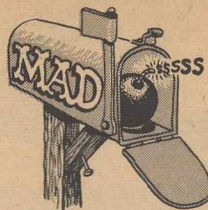
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### LETTERS DEPT.



#### AMERICAN CONFETTI

"American Confetti" was an incredibly  
amusing article. It was reminiscent of a  
de luxe cheeseburger at Hamburger Heav-  
en or Eddie Haskell of the "Leave It To  
Beaver" show at his best.

Jim Schoppert  
Lynchburg College  
Lynchburg, Va.

Mort Drucker is certainly true-blue to  
MAD! He illustrated the original "Ameri-  
can Graffiti" movie poster PLUS your  
own witty satire, but he did an even bet-  
ter job of it for MAD.

Artie Hondros  
Winston-Salem, N.C.

I was terribly disappointed that you  
tore an excellent movie into little pieces.

Linda Sorrell  
Milwaukee, Wisc.

I fell out of my Edsel while laughing  
at Mort Drucker's and Larry Siegel's  
flashy flashback!

Caren Croland  
Glen Rock, N.J.

Larry Siegel can take his "American  
Confetti" and cruise up Main Street and  
down Elm with it!

Ron Barchi  
E. Detroit, Mich.

Really, when you think about it,  
"streaking" doesn't pollute or waste gas  
like "cruising" did!

Linda Copersino  
New York, N.Y.

#### OUR FLOUNDERING FATHERS

Your back cover was great! Thanks for  
cutting down Nixon!

Dan Kunkel  
Marshfield, Wisc.

Regarding "Our Floundering Fathers",  
by Jaffee and Rickard, who's *under* the  
fallen tree? Dean??

Bill Montgomery  
Middletown, N.Y.

I see where Tricky Rick (Jack Rick-  
ard) gave our "Floundering Father" an-  
other residence; Mount Vernon, Virginia.  
San Clemente South ...?

Thomas Pritchard  
Ocean Grove, N.J.

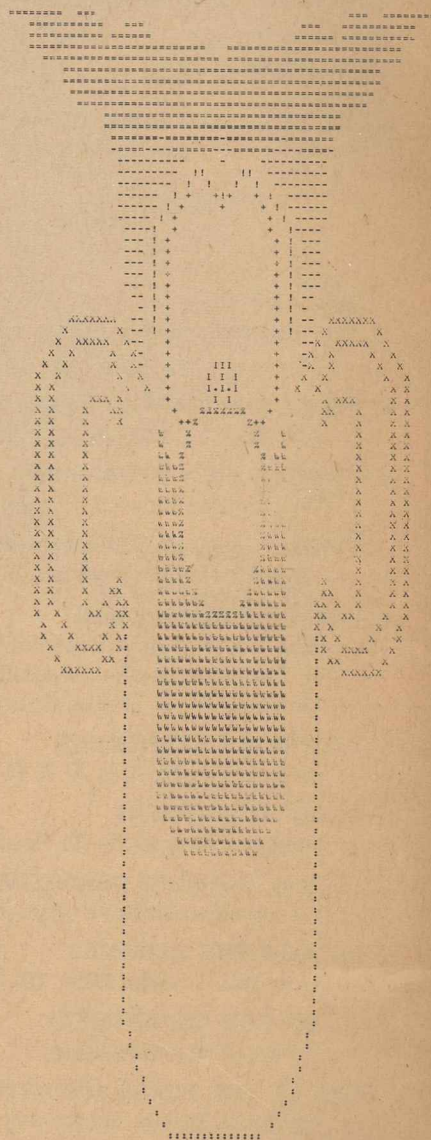
I cannot tell a lie. "Our Floundering  
Fathers" tells it like it probably is!

Ernie Warren  
Lenoir, N.C.

### ST. LAWRENCE UNIVERSITY COMPUTER

The computer at St. Lawrence Univer-  
sity came down with a mysterious ailment  
last week. It appears to be hysterical. It  
giggles and issues unreadable printouts,  
one of which is enclosed. The professors,  
technicians, and students are baffled. Hav-  
ing already consulted all the intelligent  
people we know, we are turning to you  
for some explanation.

Eric Hudson  
Canton, N.Y.



Your printout indicates you are attuned to  
one of the truly great intellects in the uni-  
verse, Don Martin. Feel honored!—Ed.

#### A MAD LOOK AT MISS LIBERTY

I bet the French, who gave us the Statue  
Of Liberty, never thought she'd be a dam-  
sel in distress. (Gasp!)

Ted Fels  
Los Angeles, Calif.

What's a nice gal like "...Miss Liberty"  
doing in a place like *this*?

Yoli Stassinopoulos  
Potomac, Md.

## M\*A\*S\*H\*UGA

Since the MAD satirists usually understand the theme of the show they cleverly skewer, it is pathetic that writer Stan Hart misses the point of M\*A\*S\*H so utterly. Saddest of all is the fact that none of his gags come close to the wit of even the most minor M\*A\*S\*H wisecrack. What happened? The only thing which eased Hart's failure was Torres's usual excellent drawings.

Barbara Bergstrom  
Waltham, Mass.

## LIGHTER SIDE OF POLARIZATION

While reading Dave Berg's "Lighter Side Of Polarization", my opposing group (names withheld) gave me the ol' pulverization to the jaw!

Bob Derhay  
Bricktown, N.J.

## IF PEOPLE WERE LABELED LIKE PRODUCTS

You left out the following two in "If People Were Labeled Like Products"...

### ARTIST: BOB CLARKE

#### Ingredients

Frustration Over Not Becoming A Famous Painter	35%
Frustration Over Having to Work For MAD Magazine	35%
Frustration Over Having To Illustrate Frank Jacobs' Writing	30%

### WRITER: FRANK JACOBS

#### Ingredients

Frustration Over Not Becoming A Famous Author	35%
Frustration Over Having to Work For MAD Magazine	35%
Frustration Over Not Having Drucker Illustrate All His Writing	30%

But all kidding aside, Jacobs and Clarke are a great team. Let's see more.

Fred Patten  
Long Beach, Calif.

After reading "If People Were Labeled Like Products," here is how I'd label it:

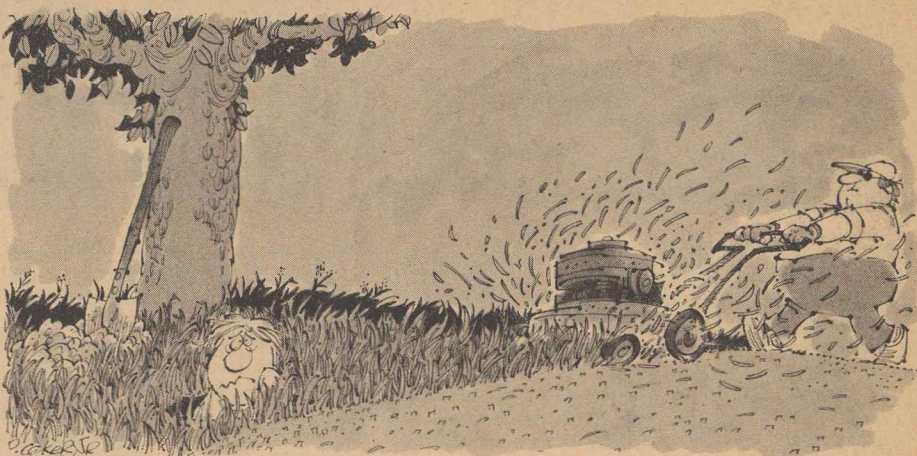
Satire	35%
Inventiveness	25%
Good Taste	25%
Originality	15%
Humor	5%

Seriously, though, it was great. Keep up the good work. You make many people happy.

George Webster  
St-Hubert, Quebec, Can.

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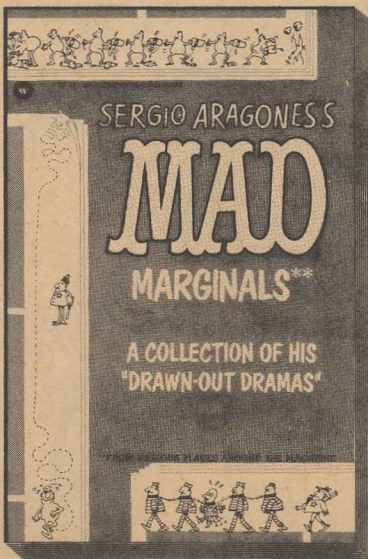
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←  
**STREAKING!**  
←

Yep! The naked truth is simply: These full-color portraits of Alfred E. Neuman, MAD's "What-Me-Worry?" kid, have been sitting in our stockroom—unsold—for so long, they're getting streaked with dust! So since they're suitable for framing, here's your chance to dress up your walls... and strip our shelves bare! Send 25¢ for 1, 50¢ for 3, \$1.00 for 9, \$2.00 for 27 or \$4.00 for 81 to: MAD, 485 MADison Avenue, New York, N.Y. 10022



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# THE WA

Hoo-boy! Thank God I leave for France tomorrow morning!

A sketch of a building facade, showing a section with a crenellated roofline and a series of small, square windows or openings. The drawing is done in a simple, illustrative style with some cross-hatching for shading.



# Y WE BORE

What's going on?  
Stop that show!  
Who wrote this  
dirty, rotten  
reactionary  
propaganda!

But radio is Democracy's  
most effective weapon,  
Manny! We can't let shows  
like this go on the air  
with their vicious Nazi  
philosophy! What do you  
call this show, anyway?

Get rid of it!

Look! I already  
let you cancel  
"Fibber McGee  
and Molly" and  
"Your Hit  
Parade!" Enough  
is ENOUGH!

Sadie,  
please!

"The Lone Ranger . . ."

You've been  
working too  
hard, Sadie!  
A Night Club  
will be good  
for you! So  
just relax  
and enjoy  
it! You're  
my guest!

I am terribly sorry, but  
we are completely filled!  
There are no tables!

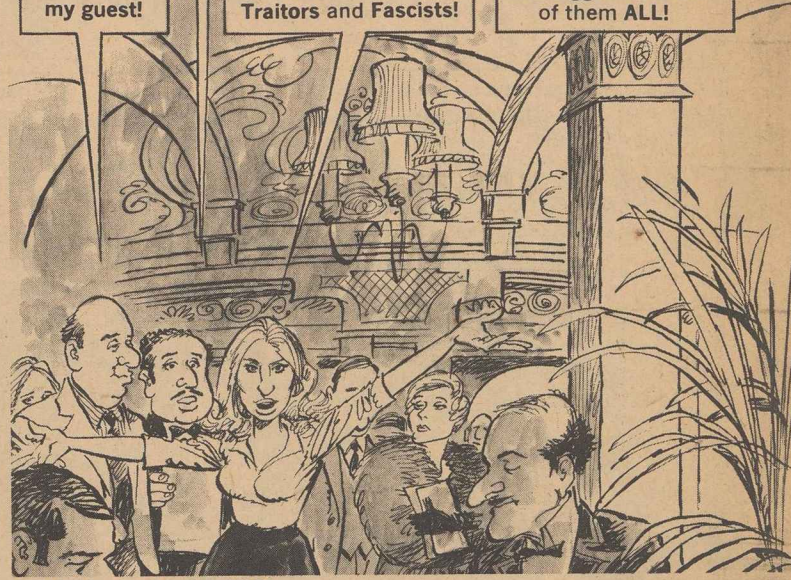
Sure, there are no  
tables! You give them  
to subversives! Look  
at this place, teeming  
with Black Marketeers,  
Traitors and Fascists!

PLEASE, Madam! We  
have a distinguished  
guest here tonight!  
America's great ally  
. . . Premier Joseph  
Stalin, the leader  
of Soviet Russia!

The biggest Fascist  
of them ALL!



ARTIST: MORT DRUCKER



WRITER: LARRY SIEGEL

Come on,  
Manny!  
We're  
going in  
. . . and  
NOBODY'S  
gonna  
stop us!

Boy, she looks  
familiar! I'm  
sure we met in  
Europe! Oh, who  
does she remind  
me of . . . ? It's  
right on the tip  
of my tongue!

You dummy! You didn't meet  
ANYONE in Europe! Don't  
you remember? On your very  
first day there, you were  
accidentally hit by a  
Sherman Tank!

That's it! That's it!

Sadie, you're  
a strange girl!  
So tense—so  
hostile! Did  
you ever meet a  
guy you cared  
for? Were you  
ever in love?

Yeah! Once! In college!  
But that was a long time  
ago! I haven't seen him  
since! Naturally, I don't  
ever expect to see him  
again! That only happens  
in rotten, corny movies!

It's HIM!  
Hubbard  
Goyisher!  
Somehow,  
I always  
knew we'd  
meet again!

Somehow,  
I always  
knew  
this was a  
rotten,  
corny movie!



We are now going to have a **flash-back** to the '30's, and I'll show you how I met **Hubbard** in college! I realize that it's **hard enough** to look at me from a **distance** in this ridiculous '40's hair-style, so this **close-up** must be **murder!** But just wait till you see me in my **1930's** hair-style!



Er... anybody wanna try for the **1920's**?

Anyway, it's **1938**, and I'm working my way through college where I'm majoring in **Math, History and Advanced Rabble-Rousing!**



And now, for our **next** campus speaker, that star of **stage, screen and radio**... namely she **stages revolutions, screens Fascists** and sings with the **Don Cossack Chorus**... the next **Commissar of the U.S., Sadie Mafoofsky!**

Who wants to hear **HER!?** Send her back to **Russia!**

**No, no!** Let her **speak!** Sadie, tell us about the great **Civil War** which is raging, and how it could be the **forerunner of World War II!**

That's right! Fellow workers, we must join the forces of **good** in that Civil War, and **destroy the oppressors!**

That's telling 'em!

Okay, now here's my plan! We must get **more guns to General Grant** and **more horses to General Sherman!** General Lee must be **smashed**, and—

**Dummy!** THAT Civil War was over **long ago!** We won... remember?

Hey! **No kidding?** See what **Communist know-how** can do?



**BOOO!**

**HSSSS!**

Get that **Commie Pinko OFF!!**

Gee, too bad! I had such a great speech, too! It went like this—"Four score and seven years ago, our fathers brought forth..."

You didn't write that speech!

Oh, **no!!?** Take a look at the back of this **envelope!**

Boy, is she stupid... mixing up **OUR Civil War** with the **Spanish Civil War!**

Hey, **Hubbard!** How come you're **staring** at her like that?

There's something **about** that girl, A.K.! I—I think I'm in **love** with her!

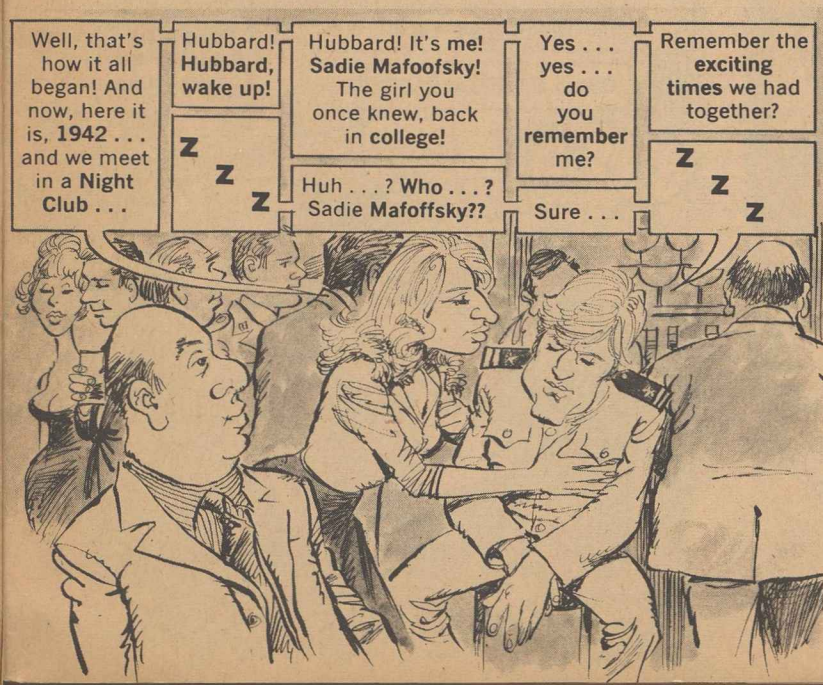
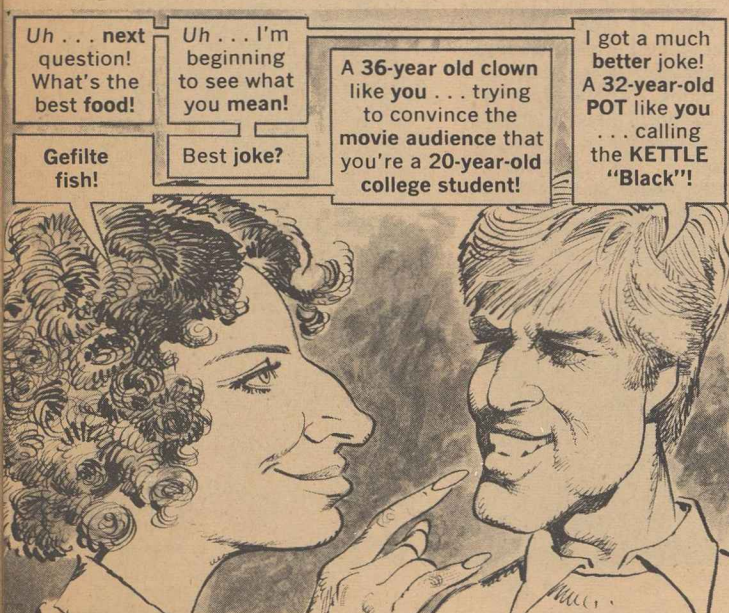
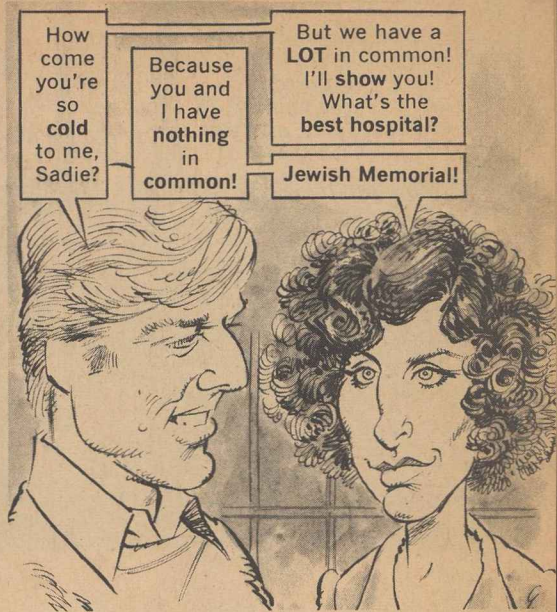
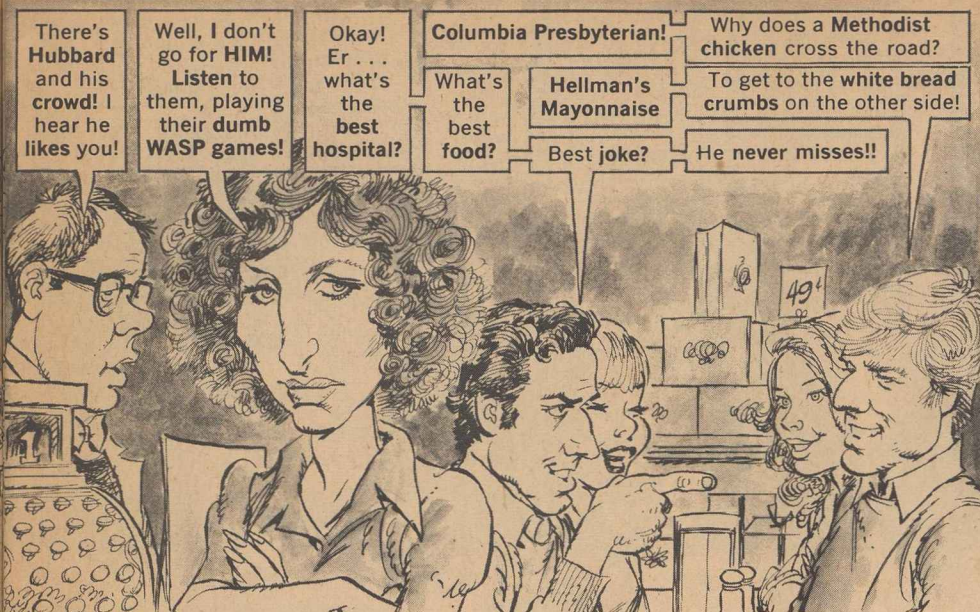
W—with **HER!??**

Yes! When I look at her, I—I think of my **Mother!**

But—but your Mother is **Protestant**, she's **Jewish!** Your Mother is **refined**, she's **coarse!** Your Mother is **beautiful**, she's **homely!** How **COULD** you love her???

**Easy! I HATE my Mother!!**





Please try to understand, Hubbard! I'm lying here impassively while you're making love to me because I'm a nice Jewish girl—and we're not married! To us Jewish girls, marriage is **VERY IMPORTANT!**

Is that when you finally enjoy sex?

Not really! But we sure enjoy getting married!

We've been living together for a month, and it's been great since I stopped being religious! And I love you in your **Naval Uniform!** Which leads me—and the movie audience—to a rather personal question! Namely, just what do you **DO** in the Navy, anyway??

I'd rather not say! I don't want to worry you!

Please tell me! I can take it! War has hardened me!

Well, if you must know, I write books! I'm a **Novelist First Class!**

I read your last book! You're a **Novelist Third Rate!**



Sure! Make fun of a poor G.I.—writing for his country!

Sorry! I know how rough it can be—slogging through blocked thoughts, never knowing if your next sentence will be your last!

Hubbard, you could be a great writer!

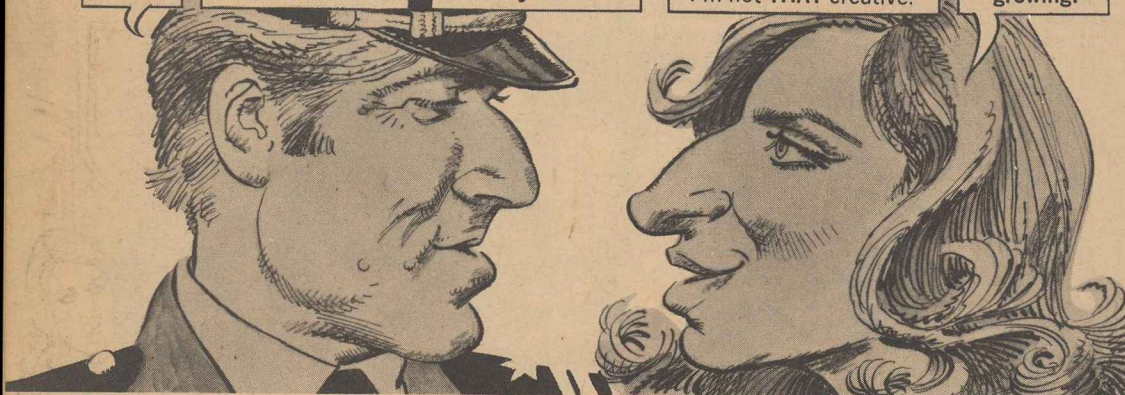
But I **AM** a great writer! Everyone says I'm the most creative writer in the Brooklyn Navy Yard!

You—you could be even **BETTER** with the right girl to inspire you! Imagine how great you'd be, married to a beautiful girl! Imagine that beautiful girl being me!

I'm not **THAT** creative!

Enough of this! Let's spend a full, glorious day together . . . and show the audience how our love is growing!

God, War is Hell!



Hasn't this been a **FUN DAY**, Sadie?

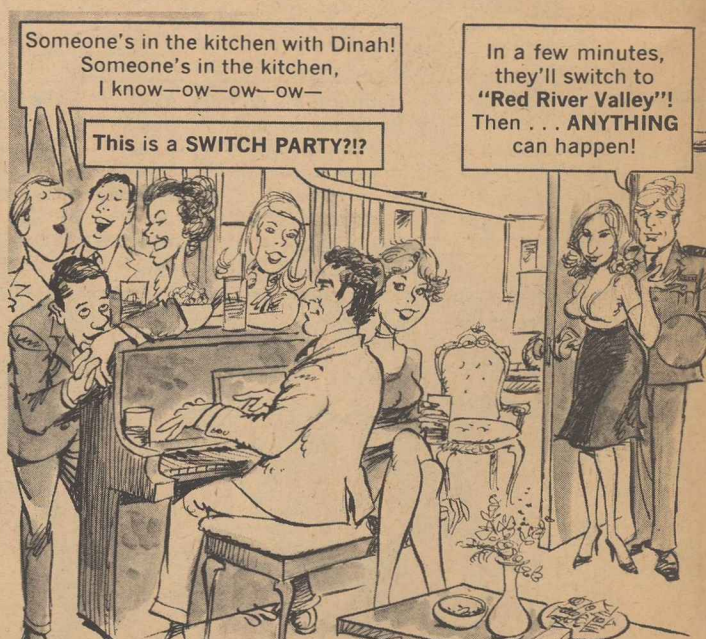
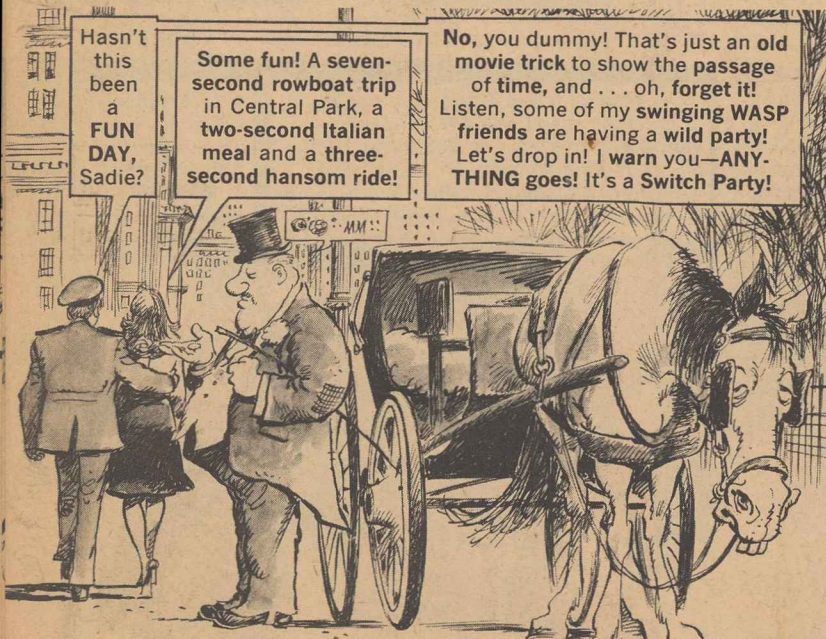
Some fun! A seven-second rowboat trip in Central Park, a two-second Italian meal and a three-second hansom ride!

No, you dummy! That's just an old movie trick to show the passage of time, and . . . oh, forget it! Listen, some of my swinging **WASP** friends are having a wild party! Let's drop in! I warn you—**ANYTHING** goes! It's a Switch Party!

Someone's in the kitchen with Dinah! Someone's in the kitchen, I know—ow—ow—ow—

This is a **SWITCH PARTY???**

In a few minutes, they'll switch to "**Red River Valley**"! Then . . . **ANYTHING** can happen!





It's no use! I don't think we're going to make it together!

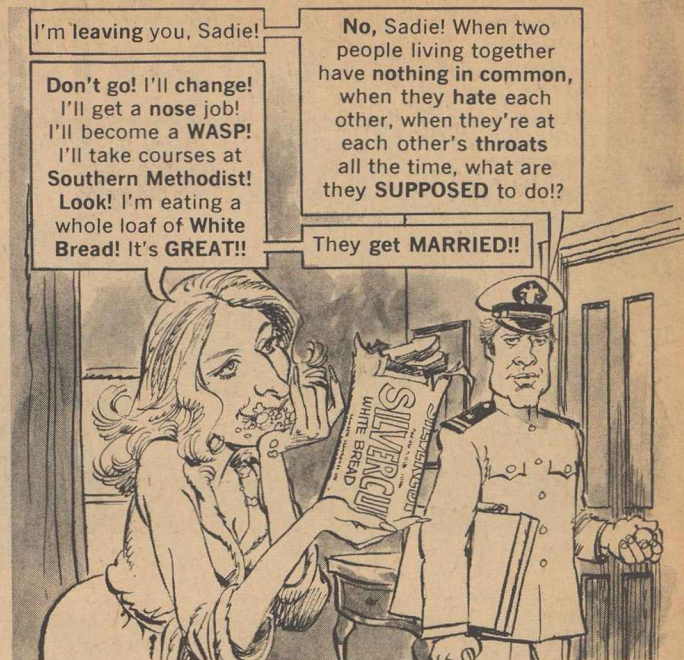
Why? Because I don't fit in with your **WASP** friends? Because I'm **coarse** and **vulgar**? You think I'm too **pushy**, don't you?!!

No, Sadie . . . I don't think you're pushy!

Don't lie to me! I know you think I'm pushy! **WHY** do you think I'm pushy? What did I ever do to make you think I'm pushy? Tell me! You **DO** think I'm pushy, don't you?!? Say I'm pushy, or I'll kill you!!

**OKAY!!** I think you're pushy!!

Boy, are **YOU** an anti-Semite!

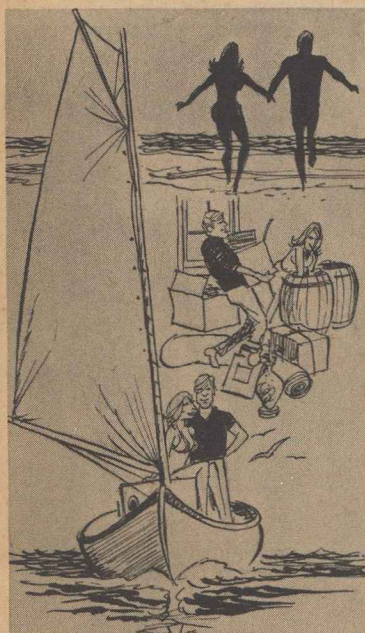


I'm leaving you, Sadie!

**Don't go!** I'll change! I'll get a nose job! I'll become a **WASP**! I'll take courses at **Southern Methodist**! Look! I'm eating a whole loaf of **White Bread**! It's **GREAT!!**

**No, Sadie!** When two people living together have **nothing** in common, when they **hate** each other, when they're at each other's throats all the time, what are they **SUPPOSED** to do?!

They get **MARRIED!!**

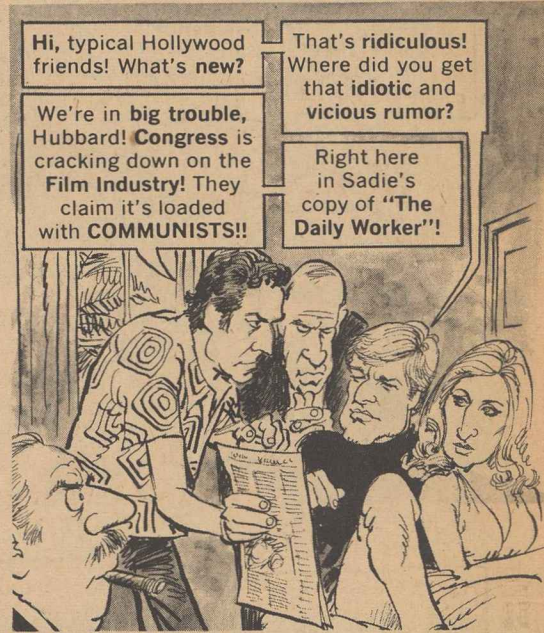
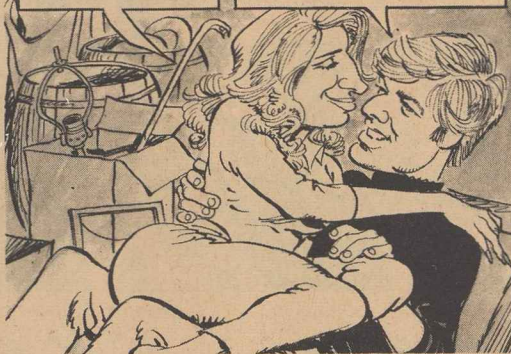


Hasn't this been great fun, Sadie?

You **DID** that schtick!!

Some fun! A two-second boat ride off Malibu, a three-second dip in the Pacific, seven seconds of unpacking, and—

Look, those scenes are supposed to show we're married and living in **Hollywood** in the '50's, where I'm a successful writer! Now, get dressed! Our typical **Hollywood** friends are coming over!



Hi, typical **Hollywood** friends! What's new?

That's ridiculous! Where did you get that **idiotic** and **vicious** rumor?

We're in **big trouble**, Hubbard! **Congress** is cracking down on the **Film Industry**! They claim it's loaded with **COMMUNISTS!!**

Right here in Sadie's copy of "**The Daily Worker**"!



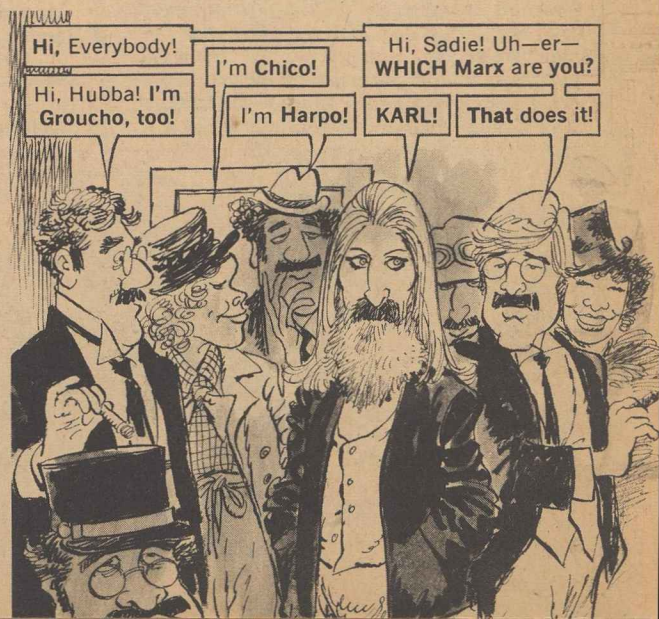
Sadie . . . you've got to stop this **rabble-rousing**!

I understand! But selling **atomic secrets** to the **Russians**?

But I gotta do **SOMETHING** while you're at the studio all day!

It helps pass the time! I **hate** Mah Jongg!

Now listen to me! We're invited to a **big shindig** tomorrow night! It's a kookie kind of **Hollywood Masquerade Party** where all the guests come as their favorite **Marx Brother**! I'm working late, so I'll meet you there! And for God's sake, **behave** yourself!



Hi, Everybody!

Hi, Sadie! Uh—er—**WHICH Marx** are you?

Hi, Hubba! I'm **Groucho**, too!

I'm **Chico**!

I'm **Harpo**!

**KARL!**

That does it!

Sadie, what are we doing at a station, welcoming "The Hollywood Ten"? I don't even know what "The Hollywood Ten" IS!!

Neither do I! They never really explain it in the script! Just cheer! Here they come!

Look! There's Bernie Bigelow, who wrote "Abbott And Costello Meet Their Dentist"!

And there's Hi Plettz, who wrote "Ma And Pa Kettle In Cleveland"!

And look! Al Lumox, who wrote "Blondie Gets A Stove"!

Sadie, I think we had it this time! We've got nothing going for us, and it's best we get a divorce!

Yeah! I guess you're right, Hubba!

I'll go on here in Hollywood to build my writing career! What about you . . . ?

Don't worry about me! I'll go on to Berlin to build a WALL!



Peace now! Ban the Bomb! Ban the Bomb!

Sadie, you're such a troubled girl! Have you ever been in love? Married??

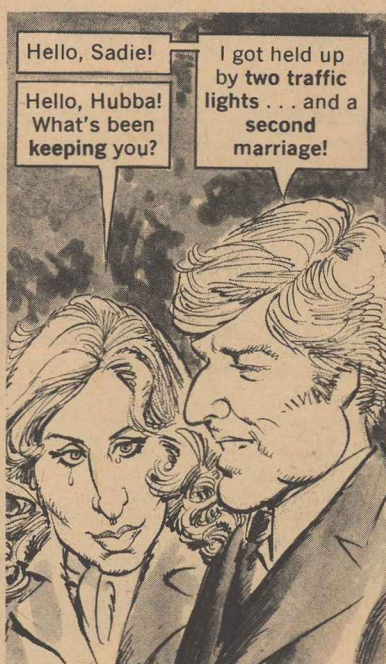
Yeah, ONCE! But I haven't seen the guy in ten years! Which means he should be showing up unexpectedly any minute now!



Hello, Sadie!

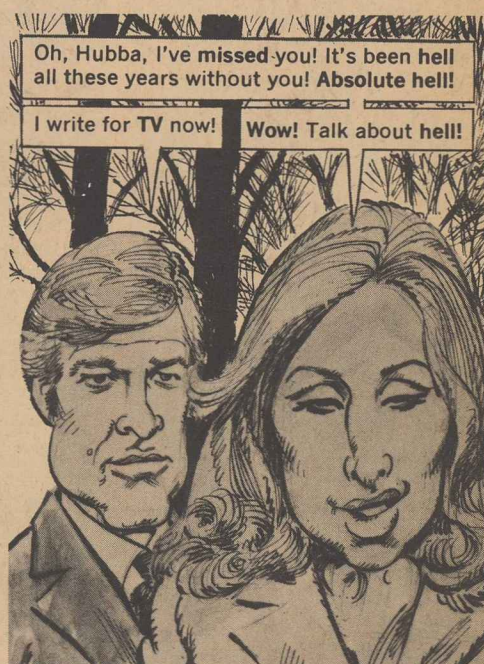
Hello, Hubba! What's been keeping you?

I got held up by two traffic lights . . . and a second marriage!



Oh, Hubba, I've missed you! It's been hell all these years without you! Absolute hell!

I write for TV now! Wow! Talk about hell!



Well, I just wanted to say, "Hello!" My wife is waiting for me! Good luck, Sadie!

Yeah, you too! Oh, well! Back to work . . .

Ban the Bomb! Ban the Bomb!

Sadie, I got bad news for you! You think you can take it?

What is it?

I'm afraid it's too late! The Bomb has already fallen!

Oh, no! Where? WHERE . . . ?



All over the country!

Oh, God! What a holocaust!

BARBARA STRIDENT & ROBERT REDBIRD in THE WAY WE BO

BARBARA STRIDENT & ROBERT REDBIRD in THE WAY WE BORE

BARBARA STRIDENT & ROBERT REDBIRD in THE WAY WE BORE

PHOTOS ONE FLIGHT UP

NOW PLAYING

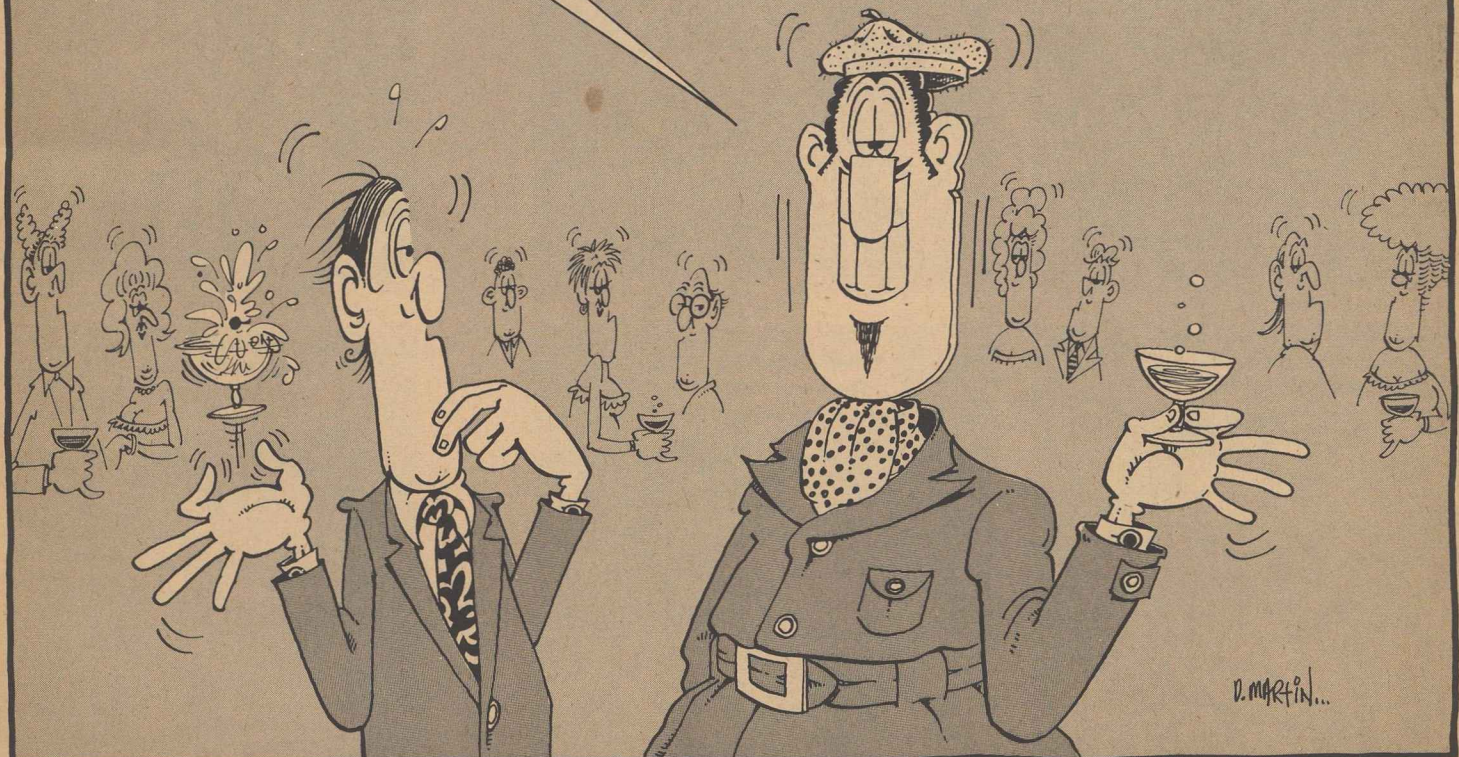


# ONE EVENING AT A COCKTAIL PARTY

Say!! Aren't you Fonebonski, the great Animal Trainer? Didn't you used to lie on the floor and let an Elephant put his foot on your face??



That's right! But I don't do that particular act any more!



D. MARTIN...

# A MAD LOOK AT

# MARRIAGE...

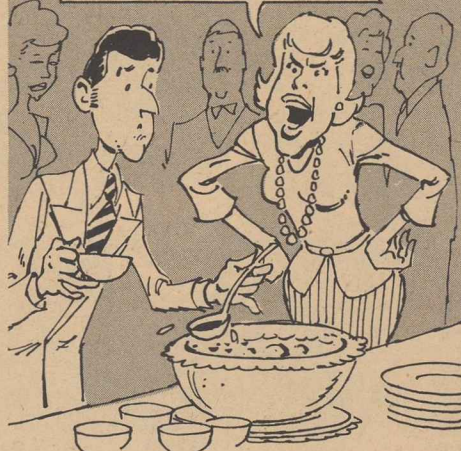
## BEFORE

You're so cute when you've had a couple of drinks!



## AFTER

If you have one more drink, you're sleeping on the couch!

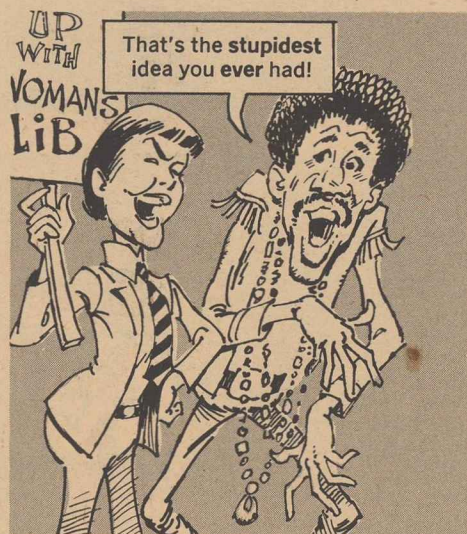


## BEFORE

Don't worry! You look great in anything!



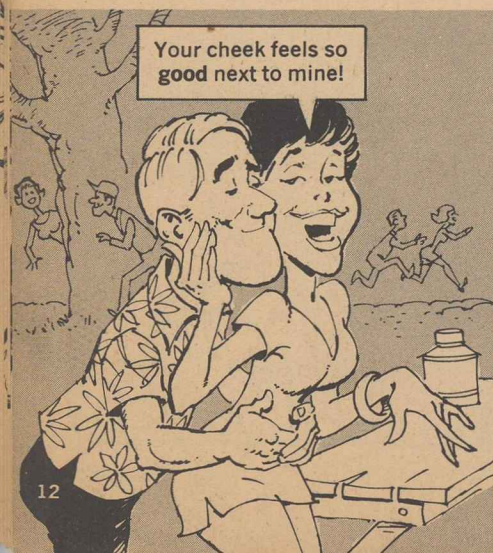
We'll always respect each other's opinions!



That's the stupidest idea you ever had!



You look so precious when you're sleeping!



Your cheek feels so good next to mine!



When on earth did you shave last?!?



Oh, it feels so good when you do that!

# BEFORE AND AFTER

ARTIST: JACK RICKARD

WRITER: GEORGE HART

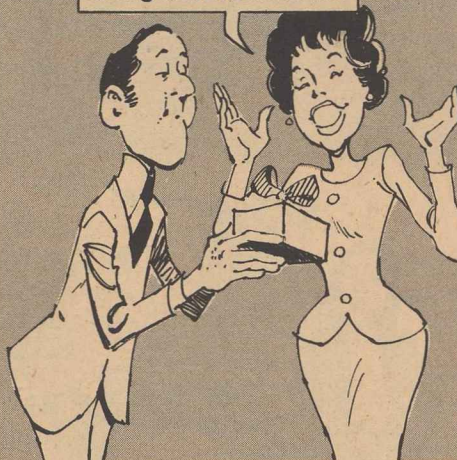
## AFTER

You're not going to wear that thing again!



## BEFORE

A gift for me?!? Oh, how thoughtful and beautiful!

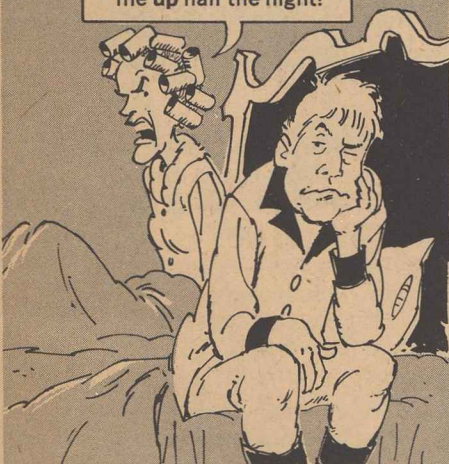


## AFTER

Why are you giving me this ... guilty conscience?



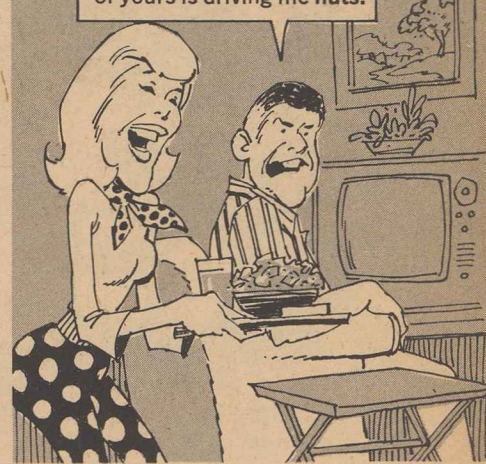
Your dumb snoring kept me up half the night!



I'm just crazy about that little laugh of yours!



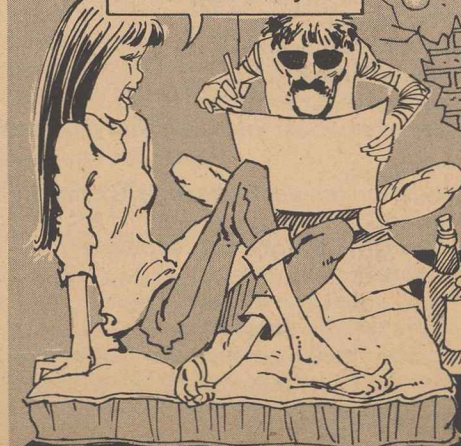
That stupid, nervous giggle of yours is driving me nuts!



Will you stop doing that?!? Can't you see I'm trying to read!



I'm so content ... just to be alone with you!



If we don't go someplace tonight, I'll go crazy!



## STRIKE UP THE BLAND DEPT.

A lot of things are wrong with Television, but there's one improvement that could be made with very little trouble. Namely, begin every show with a singable Theme Song so people would walk out of the room humming the tune on their way to the bathroom during commercial breaks. Which is as good as any way of introducing this assortment of . . .

# SINGABLE THEME SONGS FOR TV SHOWS

ARTIST: ANGELO TORRES

WRITER: FRANK JACOBS



### Kung Fu

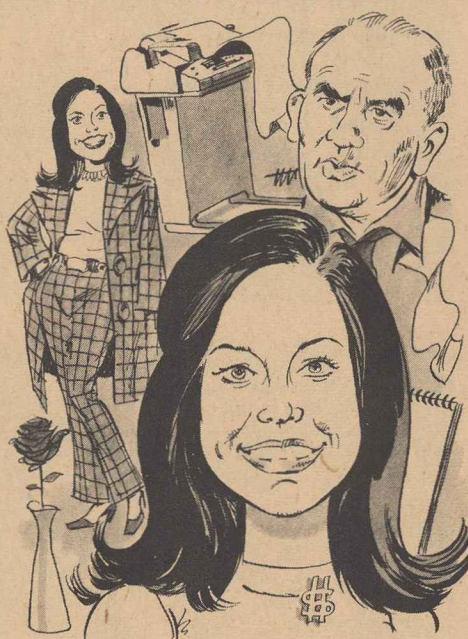
(Sung to the tune of "Born Free")

Kung Fu—  
For highbrows it's groovy,  
Like some new-wave movie,  
But much more mystic instead;

Kung Fu—  
For lowbrows there's killin',  
Then seein' the villain  
Get sev'ral kicks in the head;

Kung Fu—  
It's nothin' like "Gunsmoke,"  
The hero's some kind of priest  
From the far-out Far East;

Kung Fu—  
A Western that's screwy—  
As clear as chop suey,  
For you—  
Kung Fu!



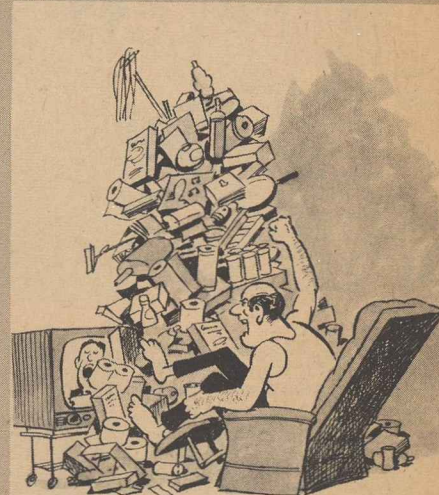
### The Mary Tyler Moore Show

(Sung to the tune of "More")

Moore  
Plays a meddler who is full of mirth;  
Moore  
Is part Lucy and part Mary Worth;  
Moore  
Plays a low-paid TV typist-clerk;  
Moore  
Makes you wish it were her real-life work;

Moore  
Has a boss who's tough,  
Yes, Moore  
Loves that Hackneyed stuff,  
'Cause Moore  
Knows what viewers go for,  
Else what would they watch her show for?

Moore  
Is the girl for whom the show is named;  
Moore  
Through America is now acclaimed;  
Moore  
Gets those close-up shots galore,  
Is the one that fans adore,  
'Cause the show is owned by . . . Moore!



### The Tuesday Movie Of The Week

(Sung to the tune of  
"Strangers in the Night")

Movies Tuesday night  
To give you pleasure;  
Movies Tuesday night  
That you will treasure;  
Epics of the world  
You rarely get to see!

They were filmed wide-screen—  
The ends are missing;  
We don't show the sex—  
Just heavy kissing;  
Should they run too long  
We cut them for TV!

Movies Tuesday night—  
Don't mind the brief commercials;  
Movies Tuesday night—  
With plugs for Charmin Tissue,  
Ajax, Auto-Lite,  
Ban and Ultra-Brite,  
Coca-Cola, Listerine,  
Plus thirty short ones in between!

And should the film get dull  
We'll never leave you;  
We'll just break the lull  
With next week's preview!  
It's so out of sight—  
The Movie Tuesday Night!

## Columbo

(Sung to the tune of  
"They Call the Wind Maria")



You may prefer  
A character  
Like Donald Duck or Dumbo;  
This guy's for real,  
A true schlemiel,  
And we call the clod Columbo!  
Columbo! Columbo!  
We call the clod Columbo!

He bumbles through  
Each show we do;  
His brain's like chicken-gumbo;  
And yet this schnook  
Tracks down each crook,  
And we call the clod Columbo!  
Columbo! Columbo!  
We call the clod Columbo!

So sit and gawk  
While Peter Falk  
Goes through his mumbo-jumbo;  
He's here, we fear,  
Another year  
As the clod we call Columbo!  
Columbo! Columbo!  
We call the clod Columbo!

CHECK...MATE?



## The Firing Line

with

### William F. Buckley

(Sung to the tune of "My Favorite Things")

Views perspicacious and low-keyed invective,  
Steeped in omniscience with views introspective,  
Extracts archaic no sage can divine—  
Prithee, stay tuned to The Fi-r-ing Line!

Gleanings from Homer, quotations from Horace,  
Words so obscure they defy a thesaurus,  
Phrases sententious of Latin design—  
Cum grano salis The Fi-r-ing Line!

Should it happen  
These digressions  
Strain your clod-like head,  
Then kindly replace Buckley's Firing Line  
With Johnny or Merv  
INSTEAD!



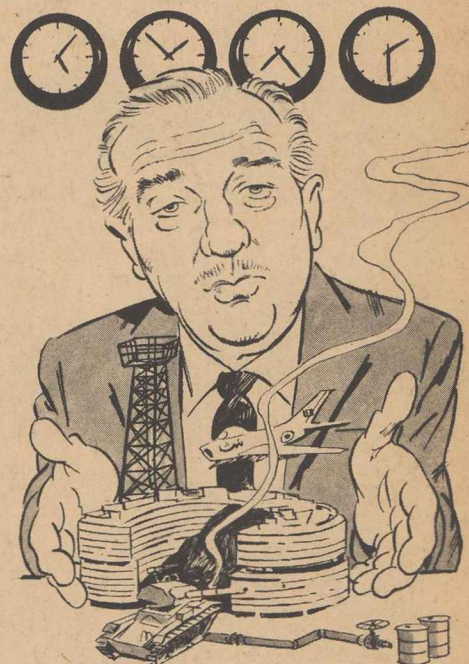
## The CBS Evening News

(Sung to the tune of "Love Is Blue")

News! News!  
It's time for news!  
Cronkite is here, so what can you lose?  
News! News!  
Domestic News  
News of the Mob that you can't refuse!  
News! News!  
We've worldwide news  
News of the Arabs, news of the Jews!  
News! News!  
World leaders' views—  
Brezhnev's and Mao's and George Pompidou's!

When we're through  
And the world's picked clean,  
Sev-er-eid  
Will explain what you've seen!

News! News!  
All kinds of news!  
Bribes and corruption—who's getting who's!  
News! News!  
We've so much news—  
Chancellor takes the stuff we don't use!



## The Late Night Sermonette

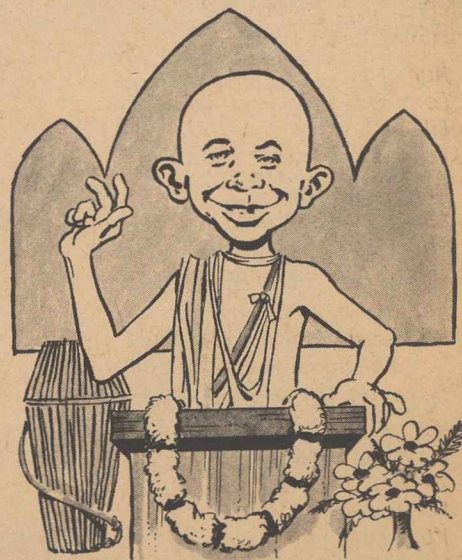
(Sung to the tune of "Cabaret")

What good is wishing for one more old flick  
Here on your TV set?  
Come watch the Sermonette, my friends,  
Come watch the Sermonette!

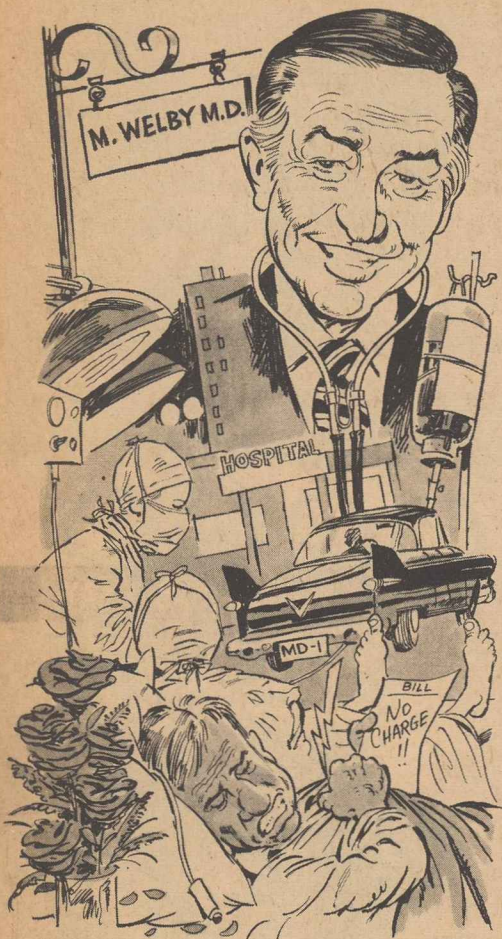
No use in giving your dial a click—  
We're all that you can get;  
Come watch the Sermonette, my friends,  
Come watch the Sermonette!

Come hear The Word!  
Come praise the Lord!  
Come say a prayer—  
All kinds we dish up!  
Easter week you'll see a Bishop!

Last week we preemed a Mohammedan chant  
Straight from a minaret—  
Come watch the Sermonette, my friends;  
We'll try to save you yet, my friends;  
Come watch the Sermonette!



**Marcus Welby, M.D.**  
(Sung to the tune of "Call Me")



If you have tu-ber-cu-lo-sis,  
Measles or a head that's aching,  
You can trust his di-ag-no-sis;  
House-calls he is even making—  
Welby!

Stay tuned and watch Marcus Welby!  
Rob-ert Young plays Marcus Welby!  
Greatest of all the MDs!

Treating folks with kind attention,  
Heart filled with compassion tender,  
Though it's only fair to mention  
Bills you'll never see him render—  
Welby!

Stay tuned and watch Marcus Welby!  
Rob-ert Young plays Marcus Welby!  
Greatest of all the MDs!

He isn't lazy;  
He works like crazy,  
Filling up his prime-time slot;  
He hands out ointments  
And makes appointments  
Even when he sails his yacht!  
To his patients ded-i-cat-ed,  
Never seeming a-var-i-cious,  
Loved by all and ven-er-a-ted,  
You can bet that he's fic-ti-tious—  
Welby!

Stay tuned and watch Marcus Welby!  
Rob-ert Young plays Marcus Welby!  
Greatest of all the MDs!

**Gunsmoke**

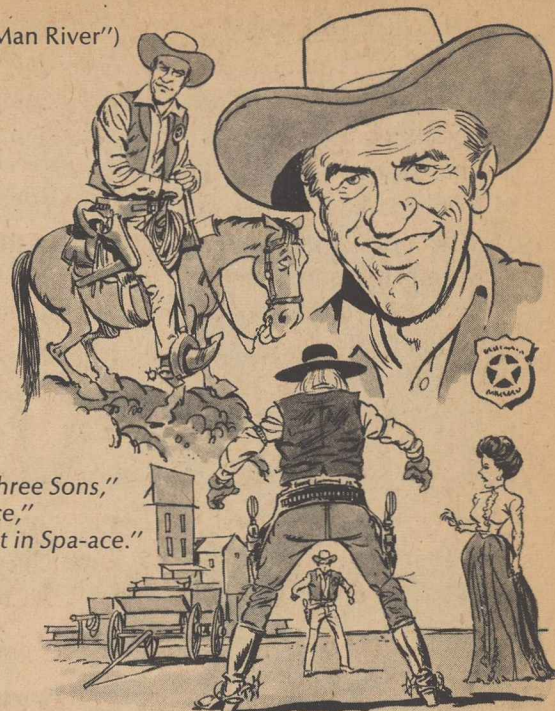
(Sung to the tune of "Ol' Man River")

Ol' Matt Dillon,  
That ol' Matt Dillon—  
He's still there shootin',  
He's still there killin',  
He just keeps ridin',  
He keeps on ridin'  
Along;

He's still town marshal,  
An' heaven rest us,  
He's still got Kitty,  
He's still got Festus,  
'Cause ol' Matt Dillon  
He just keeps ridin' along.

Other shows  
They have their runs—  
"Gilligan's Island" and "My Three Sons,"  
"Twilight Zone," "Peyton Place,"  
"Petticoat Junction" and "Lost in Spa-ace."

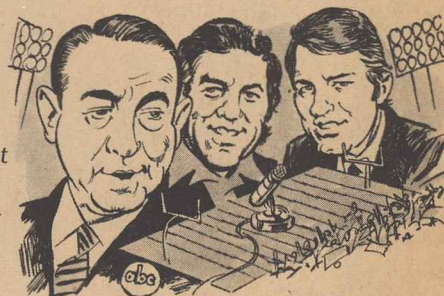
Ain't no logic,  
Ain't no good reason  
Why 'Gunsmoke's' now in  
It's eighteenth season—  
But ol' Matt Dillon  
He just keeps ridin' along!



**Monday Night Football**

(Sung to the tune of  
"From the Halls of Montezuma")

From the Oilers in the Astrodome  
To the Packers in Green Bay,  
We've got football ev'ry Monday night  
With remarks on ev'ry play;  
We've got Dandyroo and Gifford, too,  
But what makes our program sell—  
If you find your fav'rite team has lost,  
You can blame it on Cosell!



**Let's Make A Deal**

(Sung to the tune of  
"This Guy's in Love With You")

You see... this nut  
Encased in styrofoam—  
You see... that schmuck  
In costume as St. Peter's Dome—  
Yessiree! They're for real  
Because they want to Make a Deal!  
What makes... them do it?  
What's here that drives them to it?  
Well,  
If you believe  
They're here 'cause they're in need,  
That's not the case—  
They're here 'cause they're so full of greed!  
When they scream,  
You can tell  
They'd kill to get a Caravelle!  
Though it's de-grading,  
They don't... need much persuading,  
So  
Let's Make a Deal!  
Let's Make a Deal!  
Let's Make a Deal—it doesn't take work;  
Just act like a jerk!



## SHIFT OF GAB DEPT.

What's with parents, anyhow? Why can't they ever talk about what *you* want to talk about? Why won't they ever let you off the hook? Why, if you do one thing wrong, is it a life sentence without any possibility of pardon? What's this introduction about, anyway? We'll tell you: Parents are the ones responsible for "The Generation Gap"! Is there any doubt? Hands, please! Three . . . four . . . five . . . okay! Here's why: Whenever you tell them something, no matter how important it is to you, it becomes nothing more than a lead-in for them to zap you with a criticism. Right? Hands, please! Seven million . . . eight million . . . nine million . . . okay! In other words, parents are the acknowledged masters of the "non-sequitur" . . . which is Latin for . . . "saying what *they* want, no matter what *you* say to them!" Understand? Hands, please! None . . . okay! Here's what we mean by...

# PARENTAL NON-SEQUITURS

ARTIST: PAUL COKER, JR.

WRITER: STAN HART



### WHAT YOU SAY TO YOUR PARENTS:

Great news, Mom! I just got a full scholarship to Harvard University!



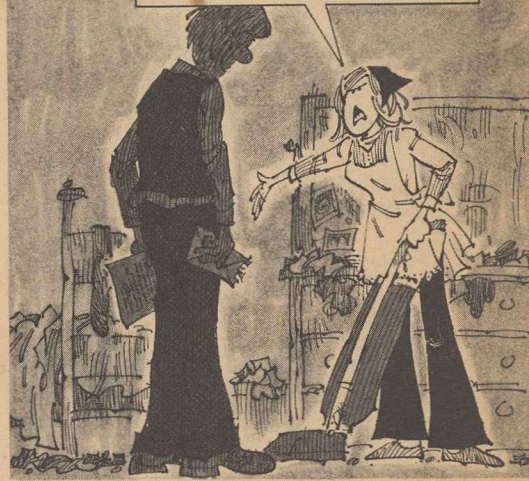
### WHAT YOU HOPE THEY WILL SAY:

Just think! An Ivy Leaguer in the family! I'm so happy, I could cry!



### WHAT THEY WILL PROBABLY SAY:

Sure . . . you can get into an Ivy League School . . . but you can't even keep your room clean!!



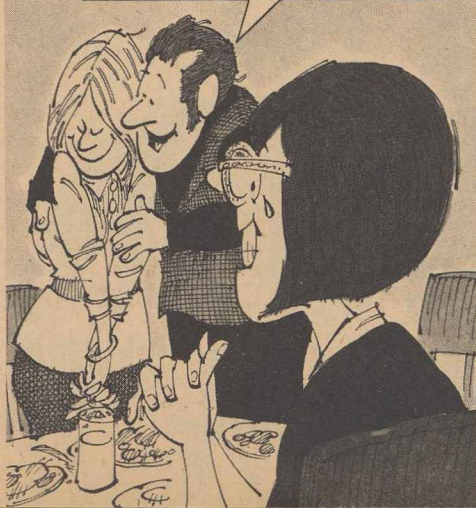
### WHAT YOU SAY TO YOUR PARENTS:

I've decided to join the Peace Corps!



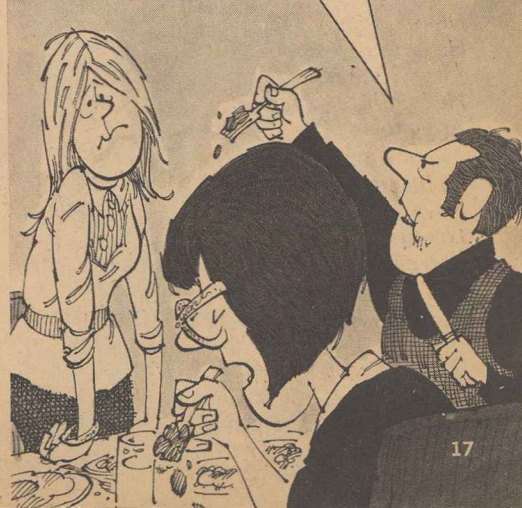
### WHAT YOU HOPE THEY WILL SAY:

That's really touching . . . my little girl devoting her life to helping those less fortunate than herself!



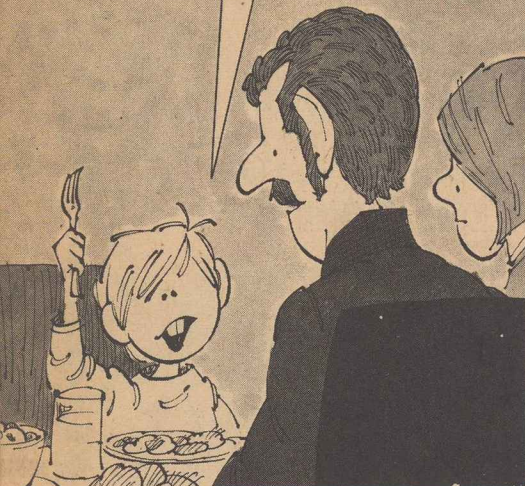
### WHAT THEY WILL PROBABLY SAY:

What are *you* going to teach the Zambians? How to stay on the phone for hours and run up big bills?!!



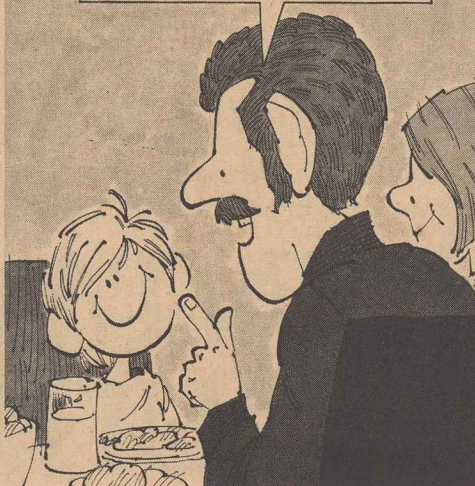
### WHAT YOU SAY TO YOUR PARENTS:

Someday, I'm gonna be the **President of the United States** . . . !



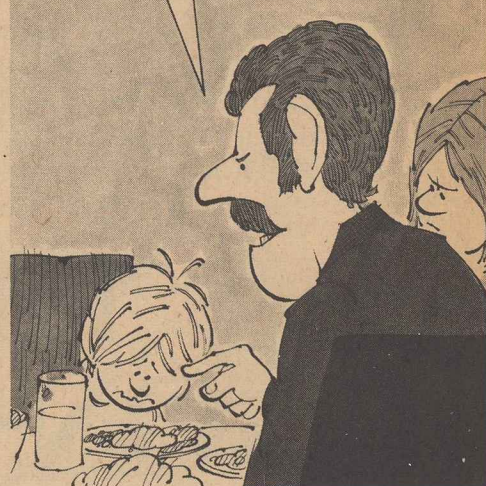
### WHAT YOU HOPE THEY WILL SAY:

Son . . . I know you'll make a fine President . . . and you'll usher in "**The Great American Century**"!



### WHAT THEY WILL PROBABLY SAY:

That's all we need . . . a **President** who won't eat his **vegetables**!!



### WHAT YOU SAY TO YOUR PARENTS:

My picture's gonna be in the paper! They took it when I hit a **home run**!



### WHAT YOU HOPE THEY WILL SAY:

Our hero!

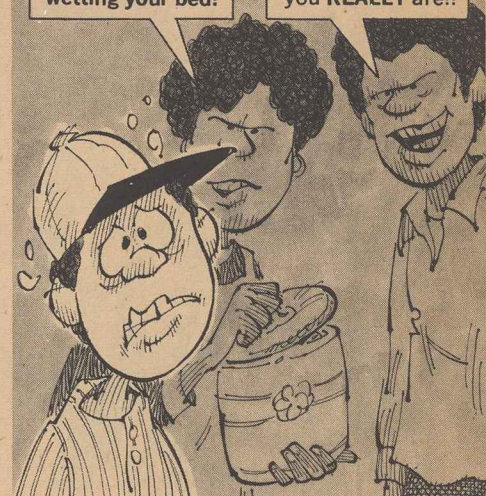
He's a born **Big Leaguer**!



### WHAT THEY WILL PROBABLY SAY:

They should take a picture of you **wetting your bed**!

Then they'd know what a big shot you **REALLY** are!!



### WHAT YOU SAY TO YOUR PARENTS:

I'm going to be a **Poetess** . . . like **Edna St. Vincent Millay**!



### WHAT YOU HOPE THEY WILL SAY:

And you will! You're so sensitive . . . so aware of the true meaning of life!



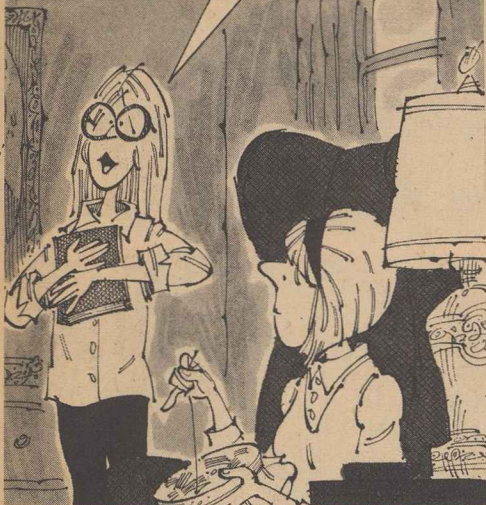
### WHAT THEY WILL PROBABLY SAY:

You'll make some **Poetess** with your face breaking out from all the **junk** you eat!



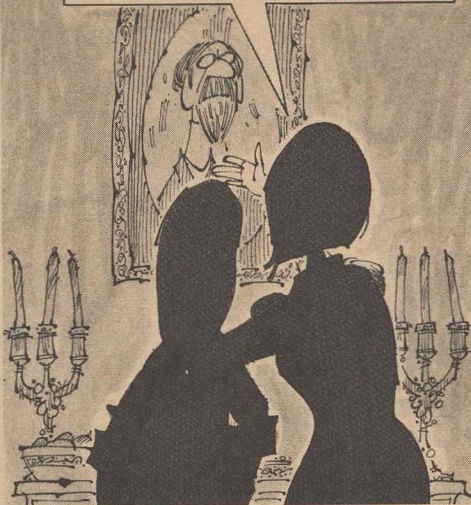
### WHAT YOU SAY TO YOUR PARENTS:

I plan to become a Nuclear Physicist!



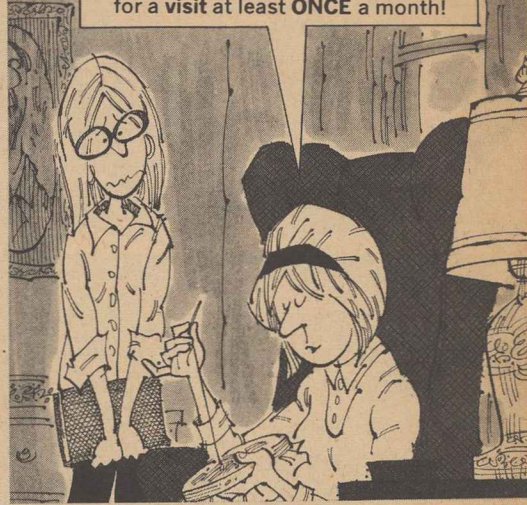
### WHAT YOU HOPE THEY WILL SAY:

I'm—I'm so happy! If only your Great Grandfather were alive to hear this!!



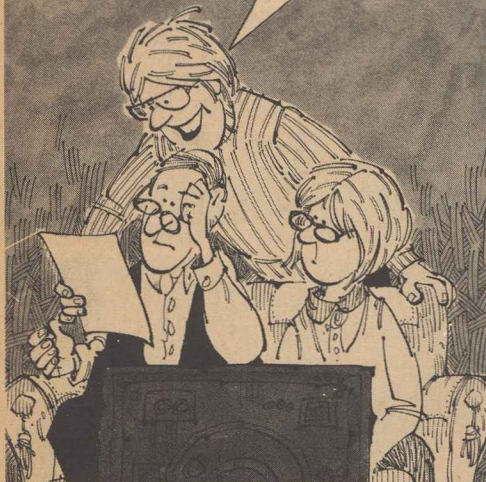
### WHAT THEY WILL PROBABLY SAY:

I never heard of a Nuclear Physicist who won't go to her Uncle Al's house for a visit at least ONCE a month!



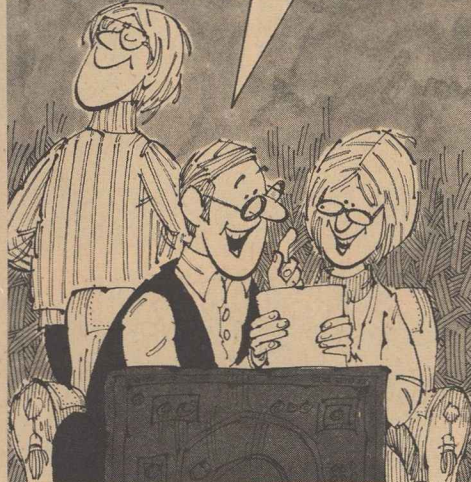
### WHAT YOU SAY TO YOUR PARENTS:

Guess what?! That aptitude test I took says I'll make a fine Doctor!



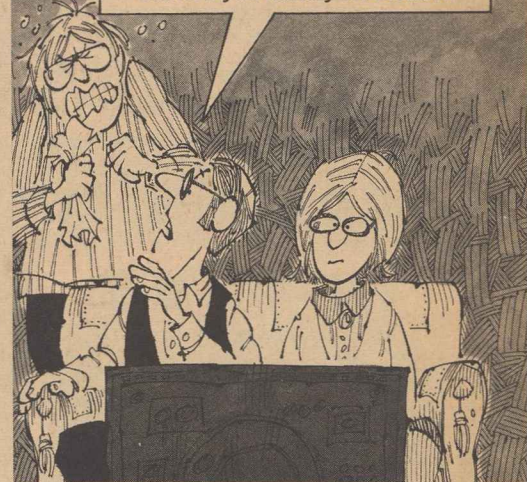
### WHAT YOU HOPE THEY WILL SAY:

I tell you, Ida, if anyone can find a cure for Cancer, it'll be my Sheldon!



### WHAT THEY WILL PROBABLY SAY:

A Doctor?!? You think they'll let you become a Doctor when they find out how you tease your Sister?!?



### WHAT YOU SAY TO YOUR PARENTS:

I just saved four people from a burning building!



### WHAT YOU HOPE THEY WILL SAY:

God, we're proud of you! You always were a good boy... never thinking of yourself... always thinking of others!



### WHAT THEY WILL PROBABLY SAY:

Sure, you can save some strangers! But do you ever help ME with the dishes?!



"The times, they are a-changing..." observed Bobby Dylan. And just how drastically they are a-changing can be demonstrated by examining magazine

# MAGAZINE ARTICLE

WRITER: DICK DE BARTOLO

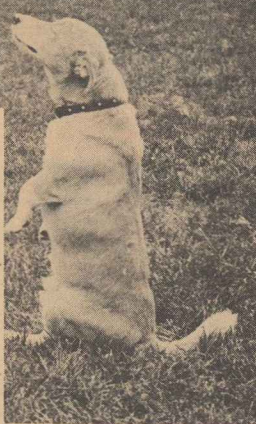
**PET & HOME MAGAZINE June 1959**



## YOUR NEW DOG How To Train Him To SIT and BEG

So you've finally broken down, and now you've purchased a little, delicious doggie that you feel will love you and surely offer you years of fun with friendship.

Well, teaching it a few simple tricks on a simple command can be easy and



**PET & HOME MAGAZINE June 1974**



## YOUR NEW DOG How To Train Him To MAIM and KILL

So you were finally broken into, and now you've purchased a huge, vicious mongrel that you hope will protect you and insure you years of added life with safety.

Well, teaching it to "attack" on a simple command can be tricky and

**HOME COOKING June 1959**

## HOME-MADE BREAD

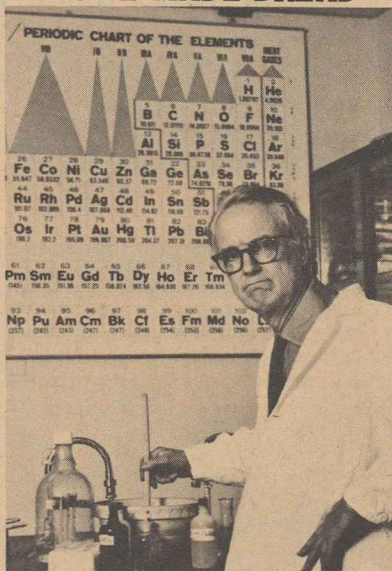


Most home bakers shy away from making bread, because they feel they cannot duplicate the loaves turned out by Professional Bakers.

The answer, of course, is not in the Baker, but in the ingredients. By simply duplicating the standard recipe... whole grain flour, pure butter, natural yeast, fresh milk, with

**HOME COOKING June 1974**

## HOME-MADE BREAD



Most home bakers shy away from making bread, because they feel they cannot duplicate the loaves turned out by Professional Bakers.

The answer, of course, is not in the Baker, but in the ingredients. By simply duplicating the standard chemical formula... Polyoxylene Stearate, Gliadin, Glutamin, Calcium Propionate, Potassium Sorbate and

**HOME WORKSHOP June 1959**

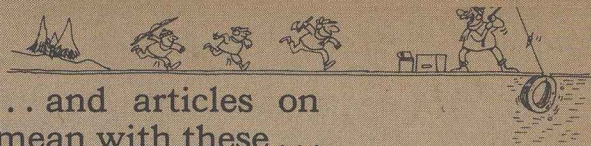


## WORKING IN METAL

**Make Your Own Attractive Candle Stick**

Impress visitors who enter your home with this hand-crafted Candle Stick, designed to elicit cries of delight and words of praise.

You can turn your spare time into production time by following these easy directions: First, go to a Silversmith and try to



articles on specific subjects, say, fifteen years ago... and articles on similar subjects in magazines today. You'll see what we mean with these...

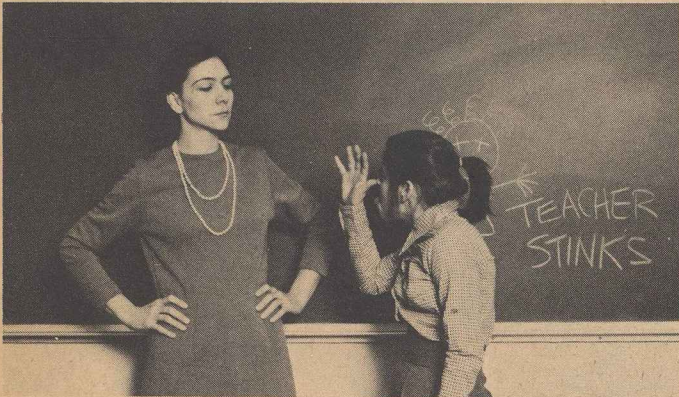
# S... THEN... AND NOW

PHOTOS BY DAVID ALLARD, U.P.I. AND D.P.I.

**TODAY'S TEACHER June 1959**

**TODAY'S TEACHER June 1974**

## WHEN TO SEND FOR THE PARENTS



There's no doubt about it, we have entered an "Age of Disrespect" in the classroom. Reports from all over the country attest to this fact. Students often answer their Teachers back, and there have even been cases of obscenities directed at Teachers. In one shocking case, an actual physical attack on a Teacher

## WHEN TO SEND FOR THE POLICE



There's no doubt about it, we have entered an "Age of Disrespect" in the classroom. Reports from all over the country attest to this fact. Students often swear at their Teachers, and there have even been cases of physical attacks directed at Teachers. In 73 shocking cases last year, death occurred as the result

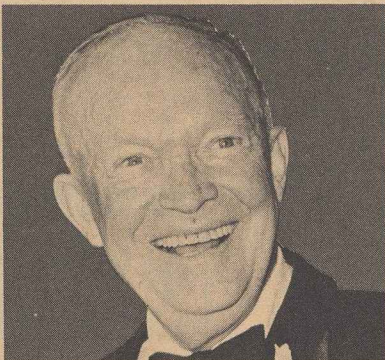
**HOME WORKSHOP June 1974**

**CAREER June 1959**

**CAREER June 1974**

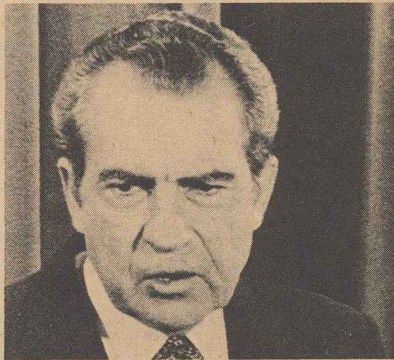


## TO BE PRESIDENT?



What man would not want for himself, or for his son, the supreme position—Leader of his Country? Admired by his fellow Politicians, loved by the people and respected by the Leaders of other Nations, he is able

## TO BE PRESIDENT?



What man would want for himself, or —God forbid—his son, the supreme position—Leader of the Country? Rejected by his fellow Politicians, mistrusted by the people and ridiculed by the Leaders of other Nations, he is

## WORKING IN METAL

**Make Your Own Practical Window Bars**

**D**istress burglars who attempt to enter your home with these hand-crafted Window Bars, designed to elicit groans of despair and curses of frustration. You can turn your spare time into protection time by following these easy directions: First, go to a Blacksmith and try to

**TV GUIDER June 1-7 1959**

**TV GUIDER June 2-8 1974**

## Wednesday

## Wednesday

**MORNING**

**MORNING**

**9:00 2 I LOVE LUCY—Comedy**  
Lucy, unable to land a part in Ricky's new musical, pretends to be a stage hand. (Repeat)

**9:00 2 I LOVE LUCY—Comedy**  
Lucy, unable to land a part in Ricky's new musical, pretends to be a stage hand. (Repeat)

**THIS IS A STICK-UP!!**

Ha! I sure fooled you!

Yeah, heh-heh! You're always kidding around! I—uh—just came in for a little gas! Got any?

Sure! All the gas you want! For a **DOLLAR** a **GALLON!** And I ain't kiddin' around now!!

A—a **DOLLAR** a **GALLON?**

**THIS IS A STICK-UP!!**



**BERG'S-EYE VIEW DEPT.**

## THE LIGHTER SIDE OF...

# THE EN

I think this so-called gas shortage is a big phony!

The big oil companies invented the whole thing so they could raise prices and make a killing!

Those dirty \*&¢%\$#@! CROOKS!!





What in heck is this country coming to? There are shortages of everything!

I freeze in Winter because there's a shortage of heating oil! I can't cool off in Summer because there's a shortage of electric power! I can't drive my car or boat because there's a shortage of gasoline. . . !

There's only one thing left that I can do! I'm going to the "Reading Room." . . !

You can forget that, too!

There's also a shortage of TOILET PAPER!

# ENERGY CRISIS

ARTIST & WRITER: DAVE BERG

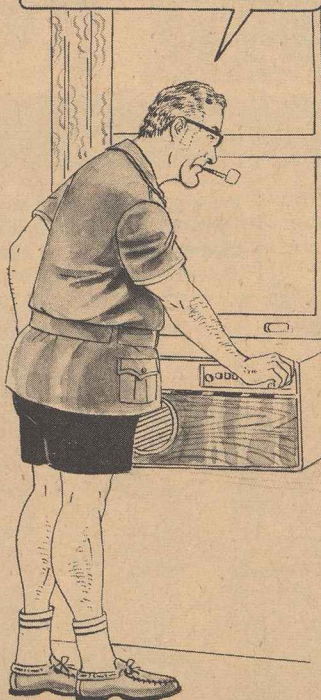
Here's a room with **nobody** in it! Yet the **LIGHTS** are on! The last one out of a room should shut the lights off!!

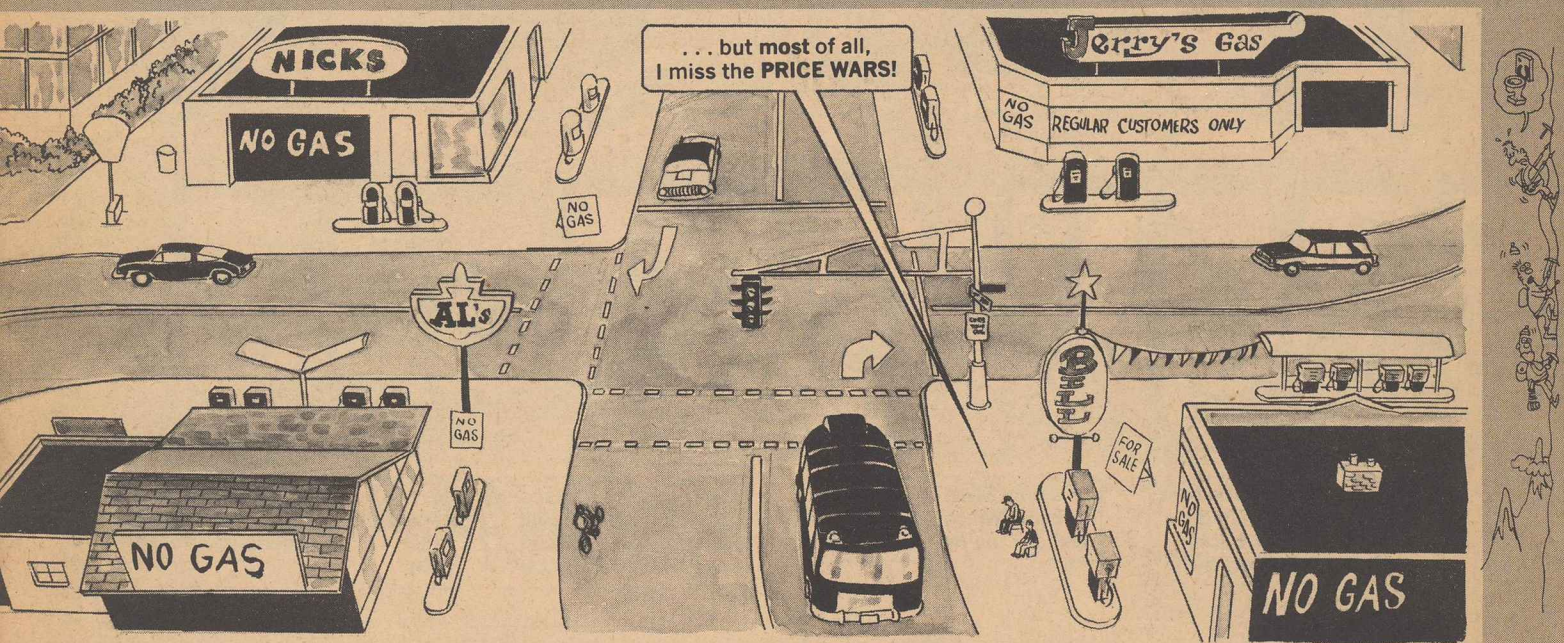
It's only **EIGHTY DEGREES** outside! We can certainly do without the Air Conditioner!

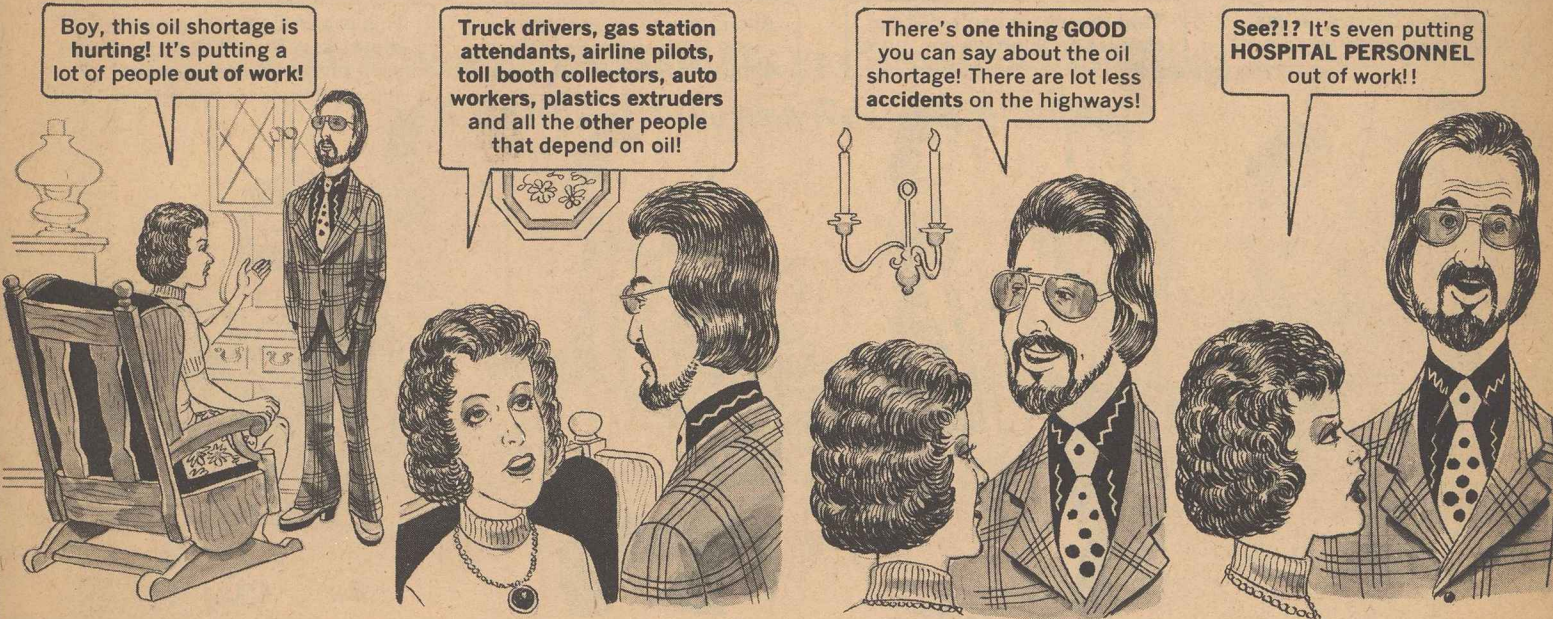
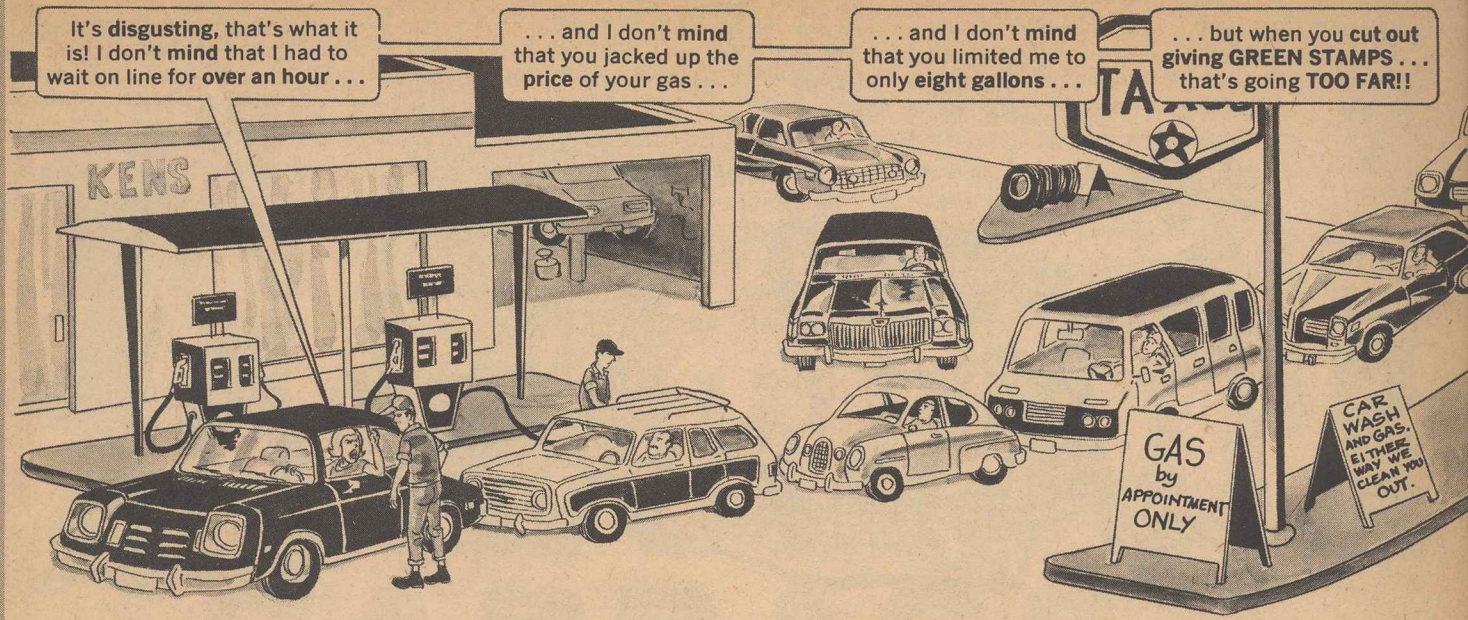
I must say, your husband is **very** diligent about saving watts! I'd call him a "**GOOD CITIZEN**"!

He was always this way!

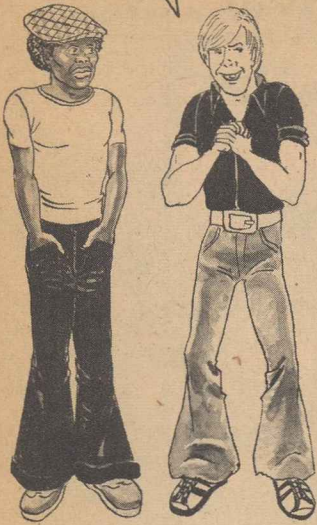
Only **BEFORE** the energy crisis, you would have called him "**CHEAP**"!!



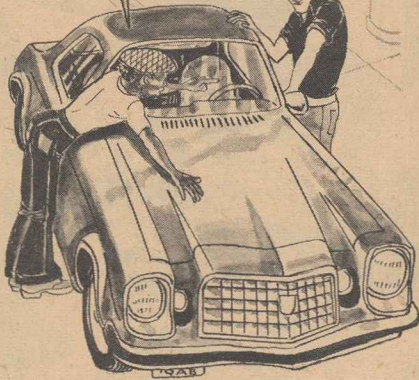




Hey, let's steal a car!



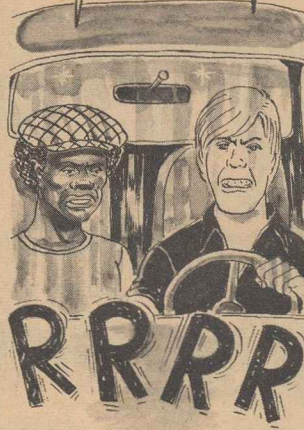
Look! This dude left his keys in the ignition! Like, man, he's askin' for it!



Jump in and let's take off!

Why isn't it starting?

No gas!



Hey, let's steal a bike!



Aw, gee! There's no gas sold on Sundays any more!



That means we can't visit our relatives on Sundays any more!



And it means we can't go for long aimless drives in the country on Sundays any more!



This is awful! I don't know what I'm going to DO with myself on Sundays any more!



Hey, remember when we were college kids back in the fifties, and we'd try to see how many of us we could stuff into one phone booth?!

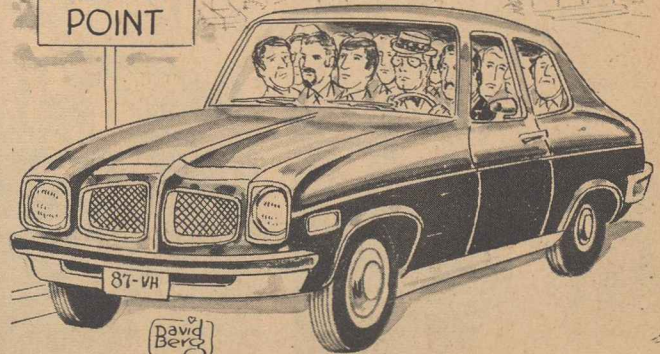
Boy, were we stupid!

We weren't stupid! We were just young!



Oh, yeah? Well, NOW what's our excuse?!?

CAR POOL PICK UP POINT



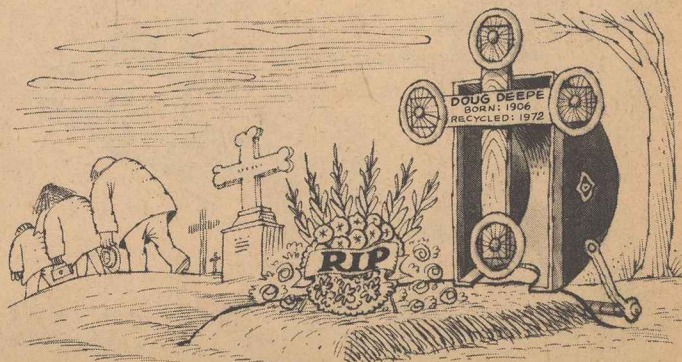
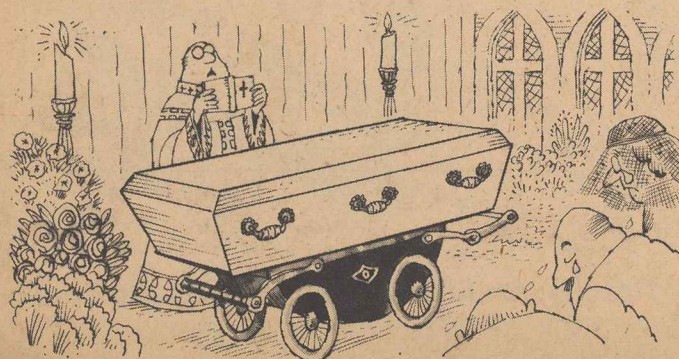
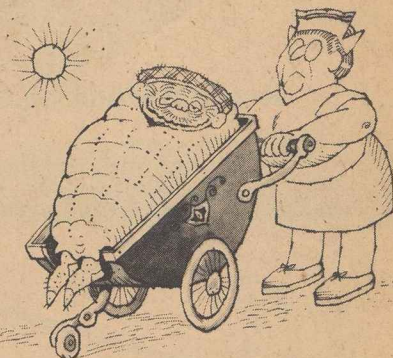
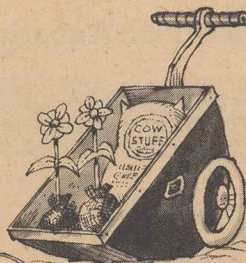
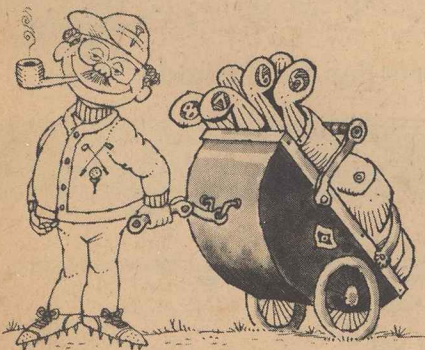
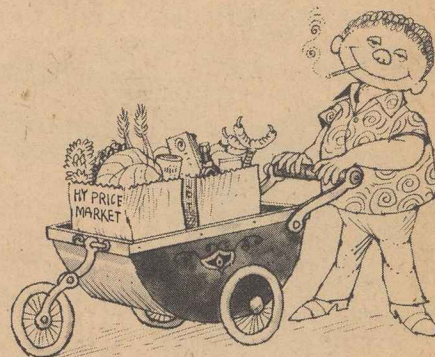
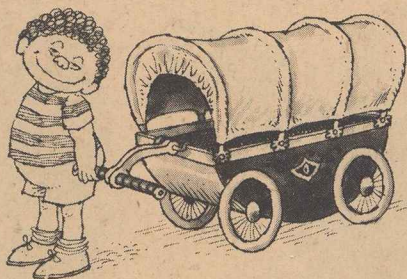
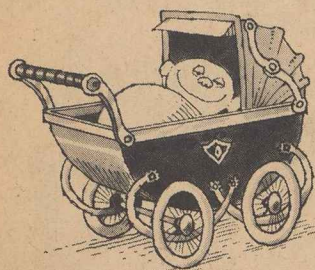
## ALTERING THE WASTE DEPT.

Experts tell us that the only answer to our critical "Garbage Problem" is something called "Recycling." But what does "Recycling" mean? It means we must return our garbage to the manufacturers so they can re-use it in their products instead of creating all-new products that soon become more garbage. Sounds like a good solution, but there's one catch: Each manufacturer is interested only in the garbage he can use. Like glass makers only want bottles, and can manufacturers only want cans. Obviously, it would take ten million Boy Scouts to collect, sort and distribute the garbage we create in just one day. And so the answer is not so much in recycling our garbage back to the manufacturers, but in recycling it right where it is . . . in the home, in school, in the office, etc. To give you an idea of how this can work—and to get the country started on this noble endeavor—here is . . .

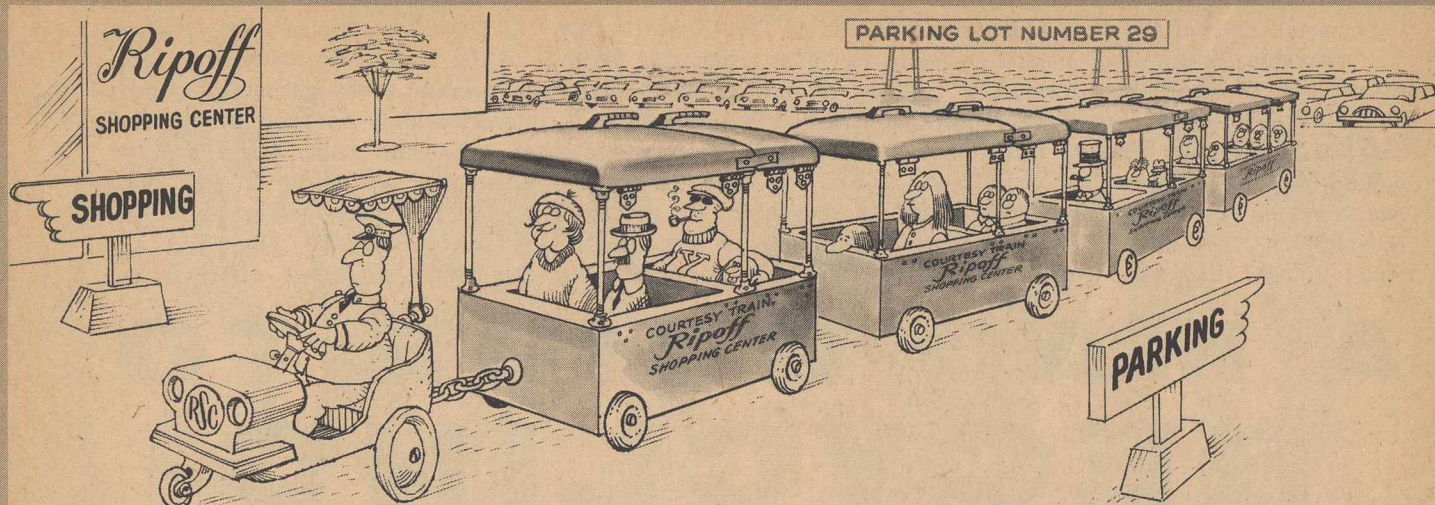
# A MAD GUIDE TO RECYCLING GARBAGE

ARTIST & WRITER: AL JAFFEE

How It Works: An Example of Complete Recycling  
(Or "A Cradle-To-Grave Recycling Story")



## Recycling Discarded Refrigerators

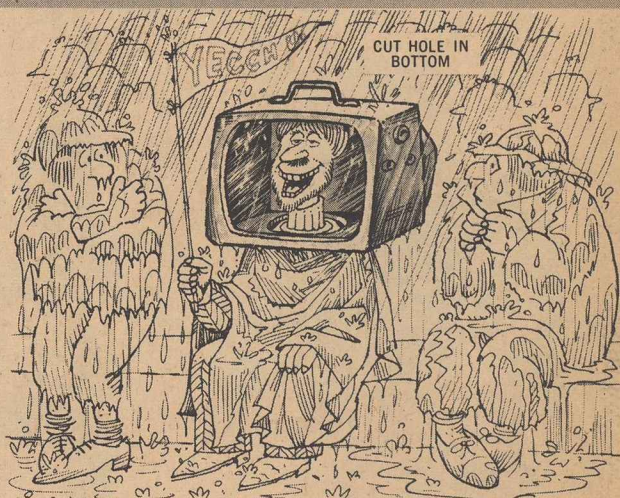
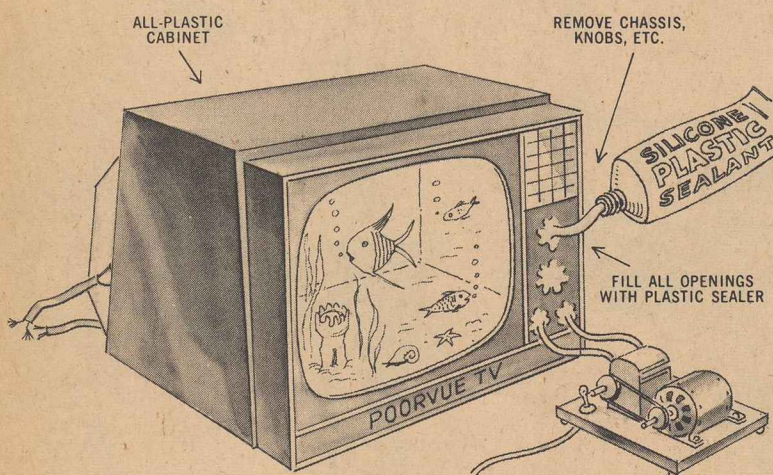


Millions of old refrigerators are discarded each year. By simply raising the doors on pipes, upholstering the insides with seats and adding wheels, they can serve

as excellent cars for mini-trains that haul customers to and from distant parking fields in shopping centers, or as play-trains in amusement parks, fairs, etc., etc.

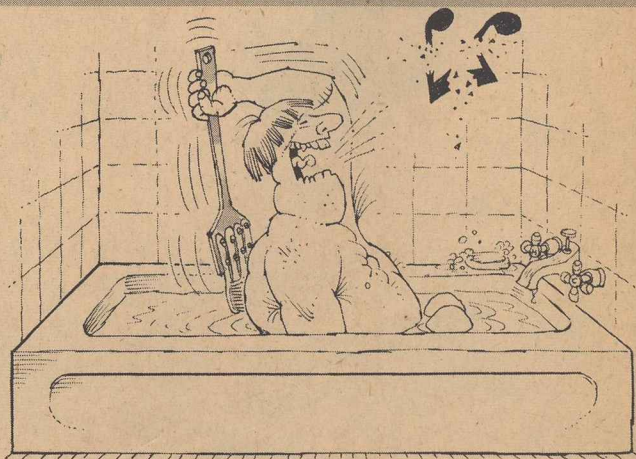
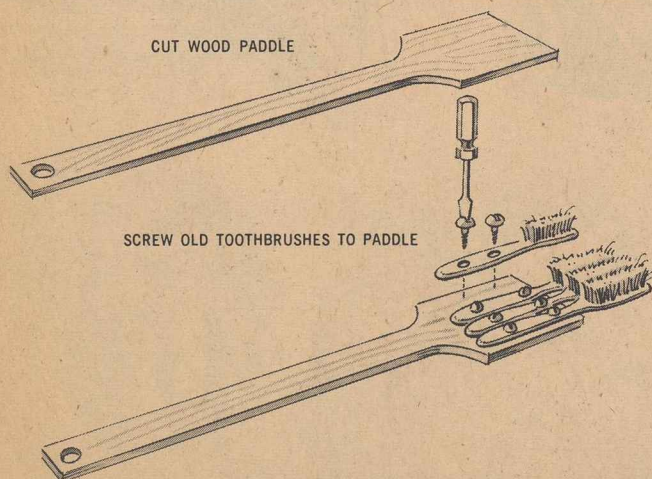
**Results: All-Weather Shopper's Transportation and Amusement Park Play Trains**

## Recycling Old Television Sets



**Results: Modernistic Tropical Fish Aquarium ... and Sports Fan Rain Hood**

## Recycling Old Toothbrushes

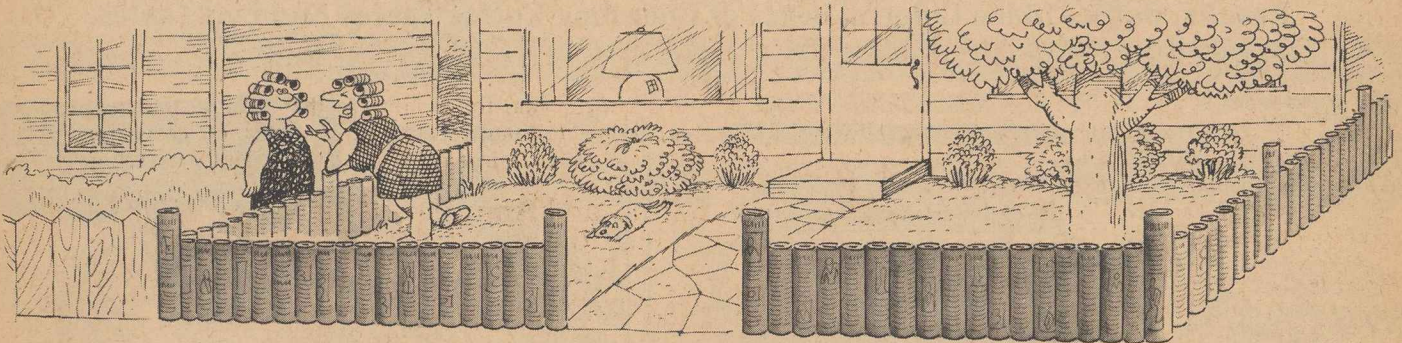


**Results: An Efficient Bathroom Backscrubber**

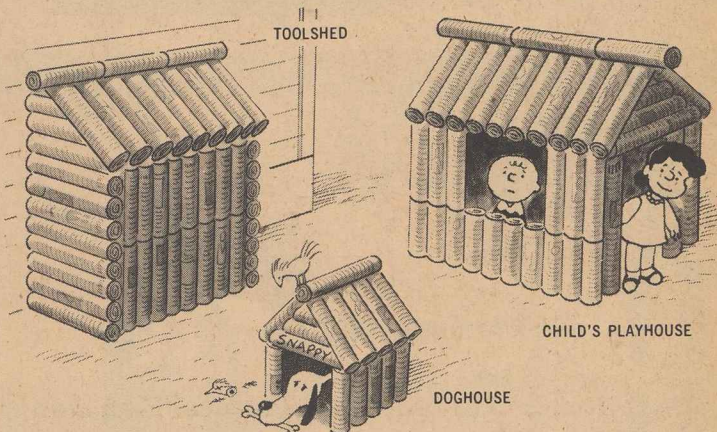
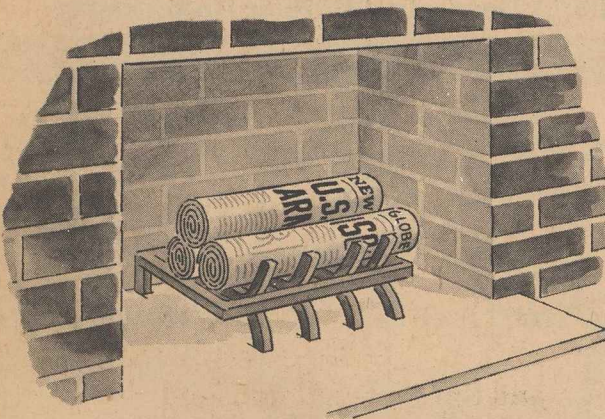
# Recycling Old Newspapers



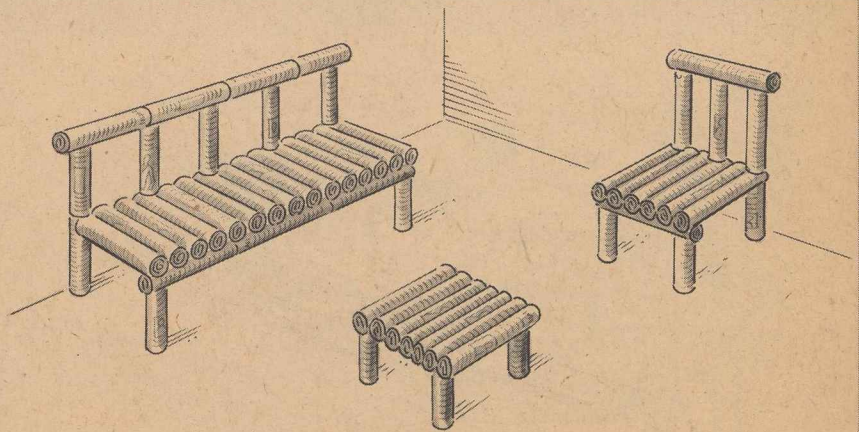
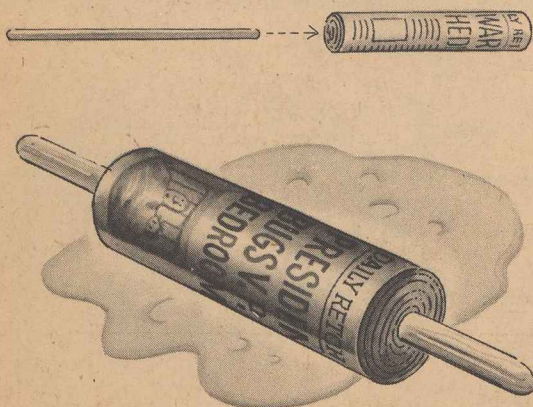
DIP IN ACRYLIC PLASTIC



Results: Coated Rolled Newspapers Can Be Used To Erect Lively Colorful Fences

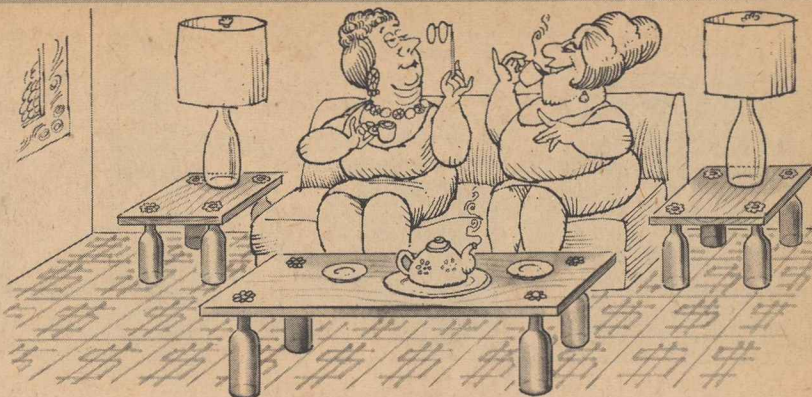
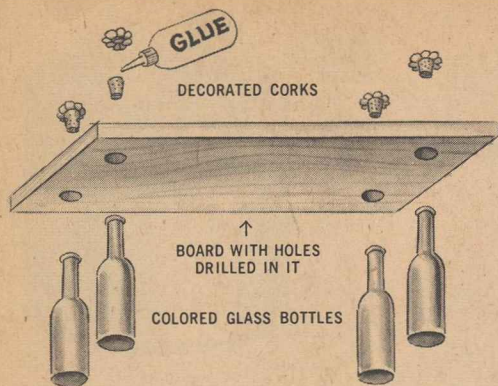


... Or As Decorative Fireplace Logs ... ... Or To Construct Small Structures ...



... Or As Household Utensils ... ... Or Used To Make Simply-Styled Furniture.

# Recycling Old Glass Bottles



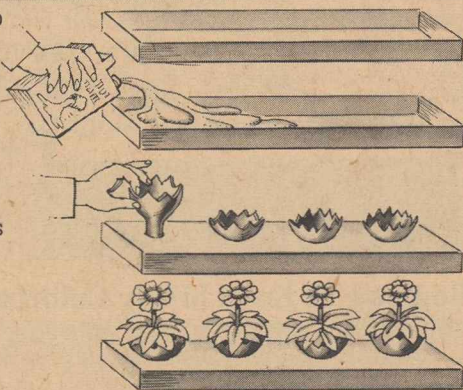
**Results: Bottles Make Colorful Legs For Charming Coffee Tables And End Tables.**

MAKE CARDBOARD TRAY TO FIT WINDOW SILL

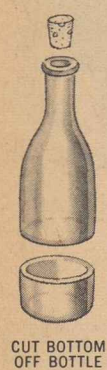
FILL TRAY WITH PLASTIC COMPOUND OR CEMENT

ARRANGE BROKEN BOTTLES NECK DOWN AS SHOWN

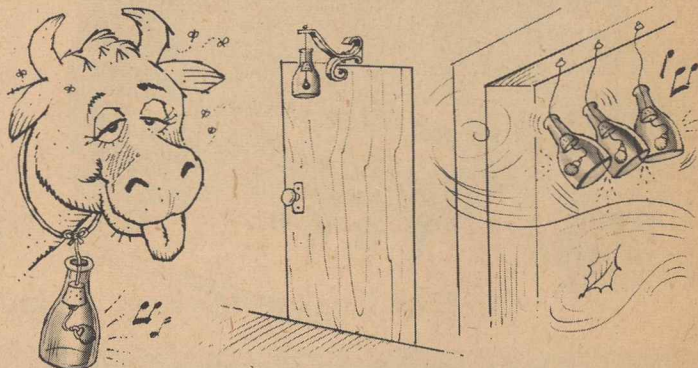
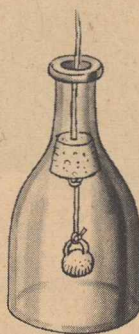
FILL BOTTLES WITH SOIL AND PLANT FLOWERS



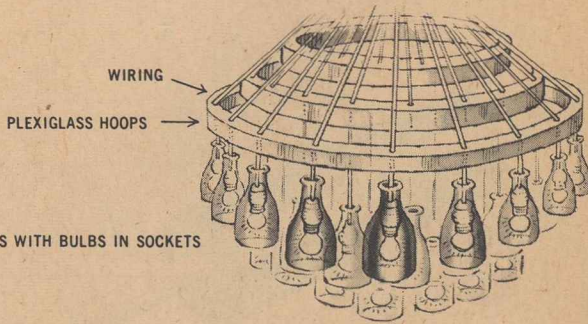
**Results: A Decorative Burglar Discourager**



INSERT THIS INTO BOTTLE LIKE THIS



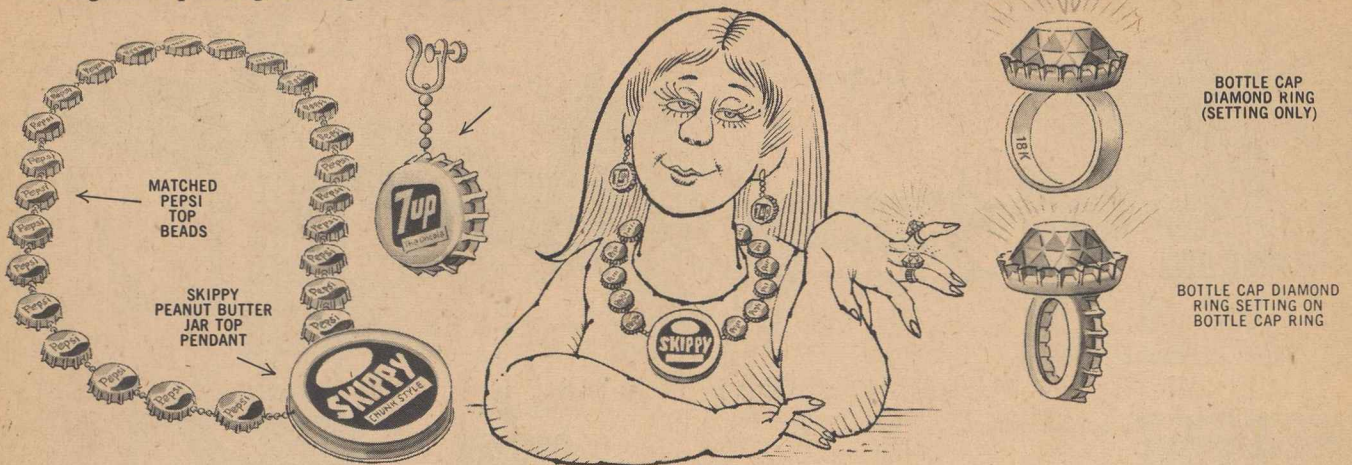
**Results: Ear-pleasing Bells and Chimes**



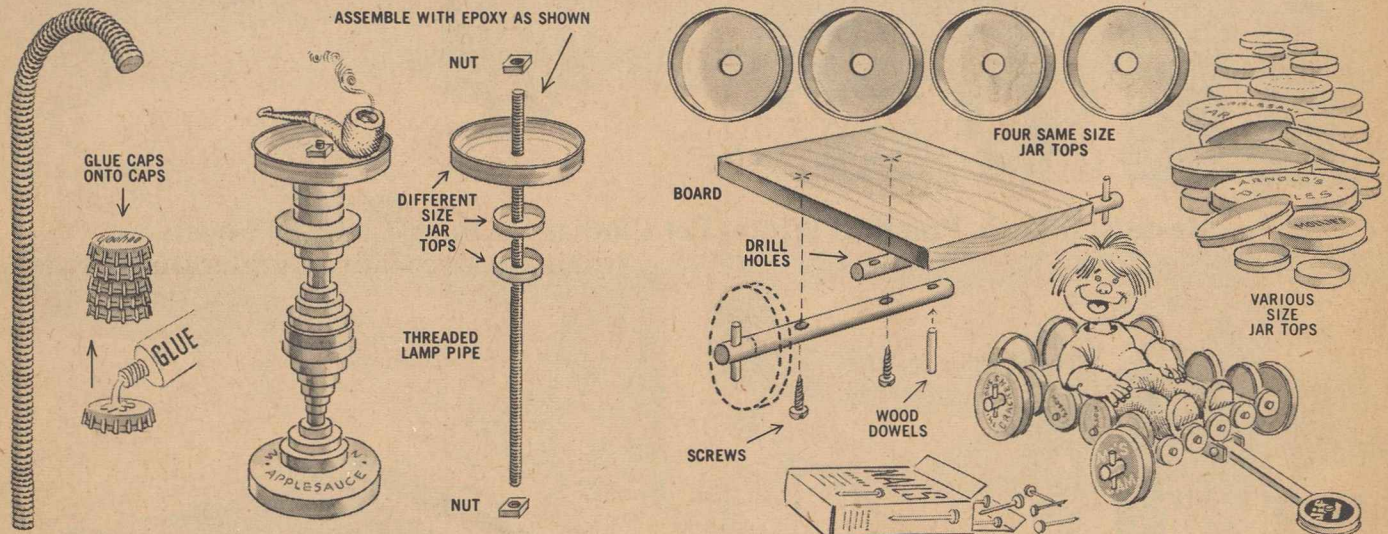
**... Or Fancy-Looking Glass Chandelier.**

## Recycling Bottle Caps and Jar Tops

Imaginative painting, carving and designing can do wonders with the millions of bottle caps and jar tops discarded daily.



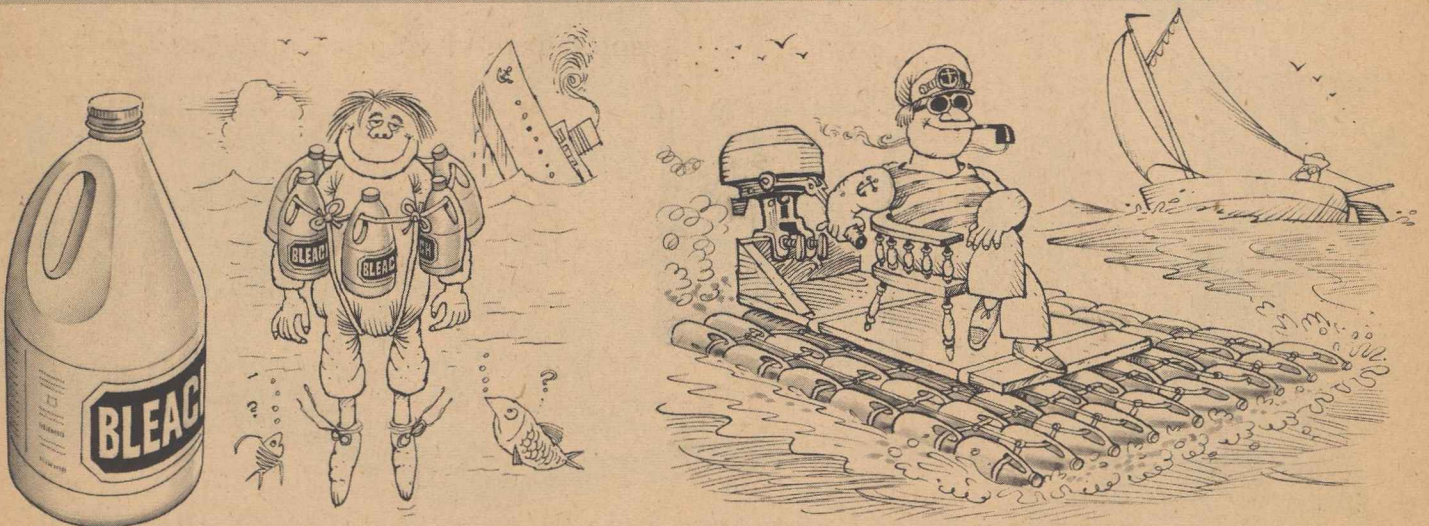
Results: Attractive Earrings, Necklaces, Rings and other Creative Jewelry.



Results: Canes ... Ash Tray Stands ...

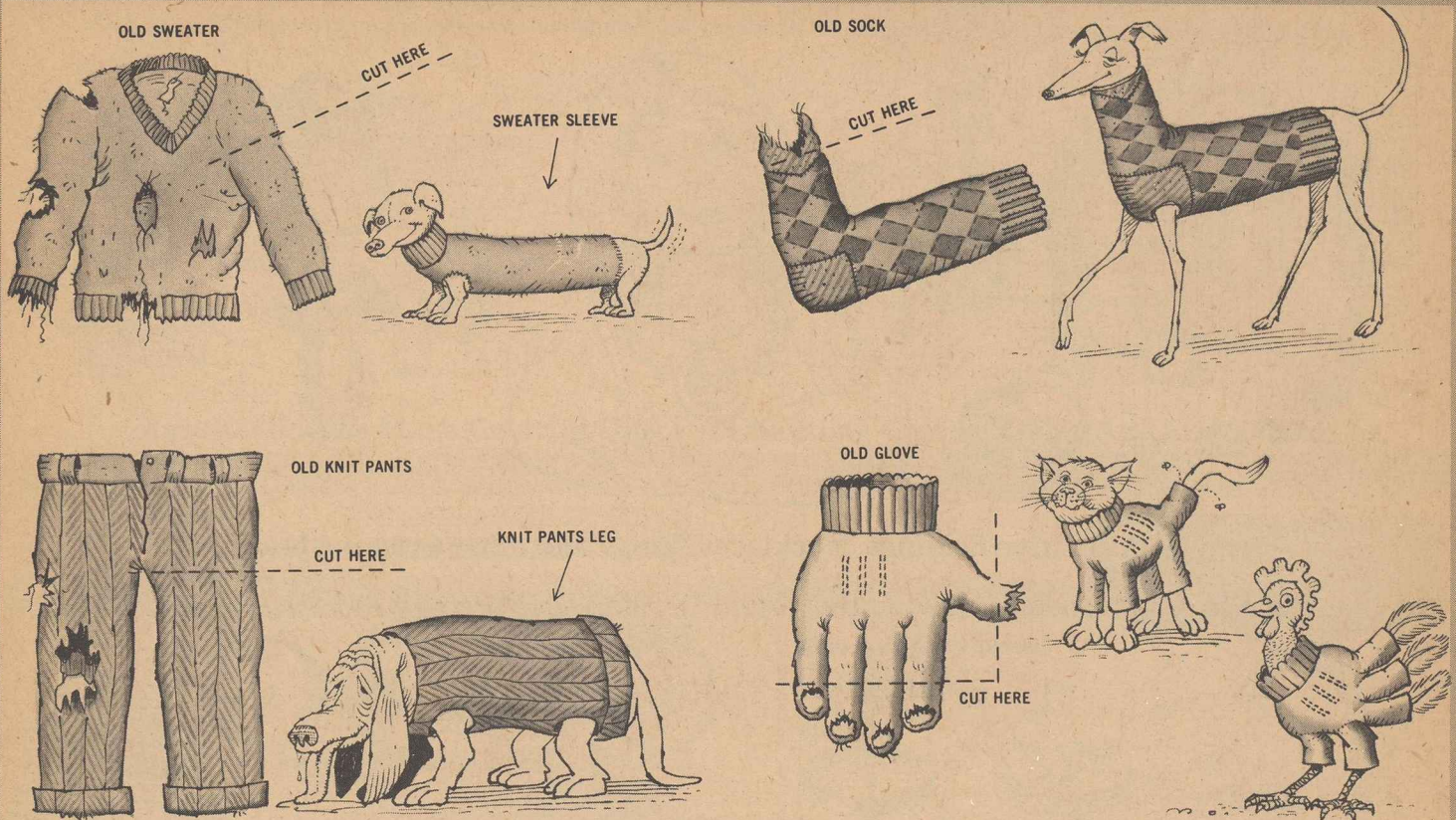
And A Clever Child's Toy Wagon.

## Recycling Old Plastic Bottles

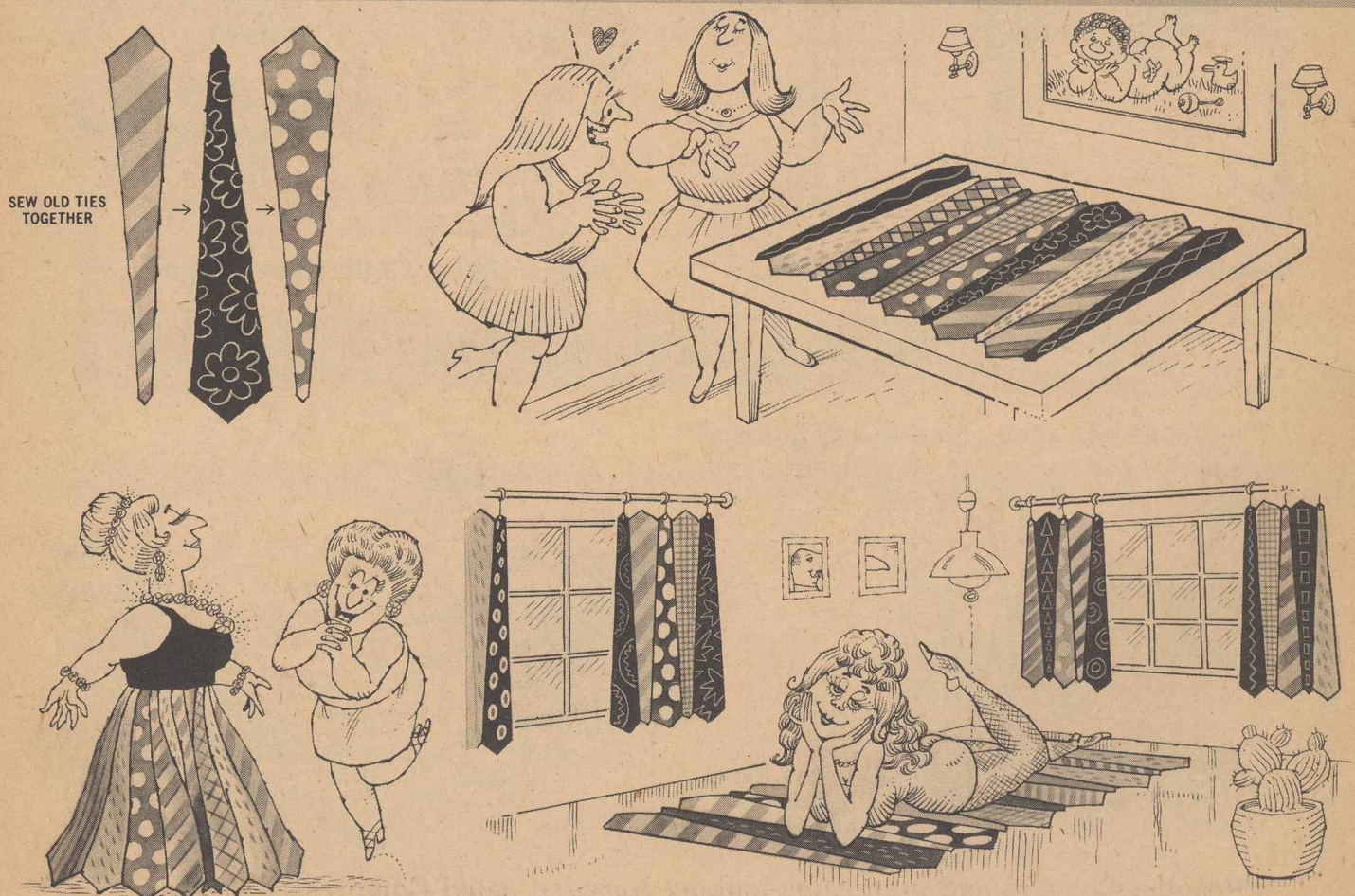


Results: Buoyant Life Preserver ... And Unsinkable Outboard-Powered Raft.

# Recycling Old Clothes and Ties

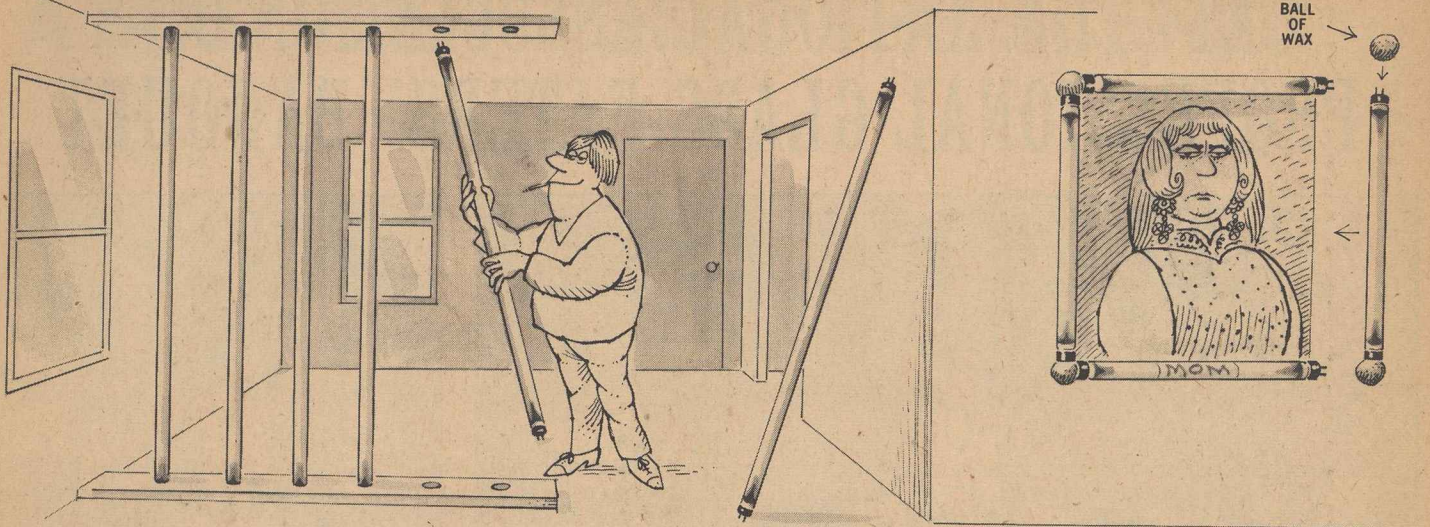


**Results: Stylish, Practical Winter Pet Clothes for Dogs, Cats and Roosters.**



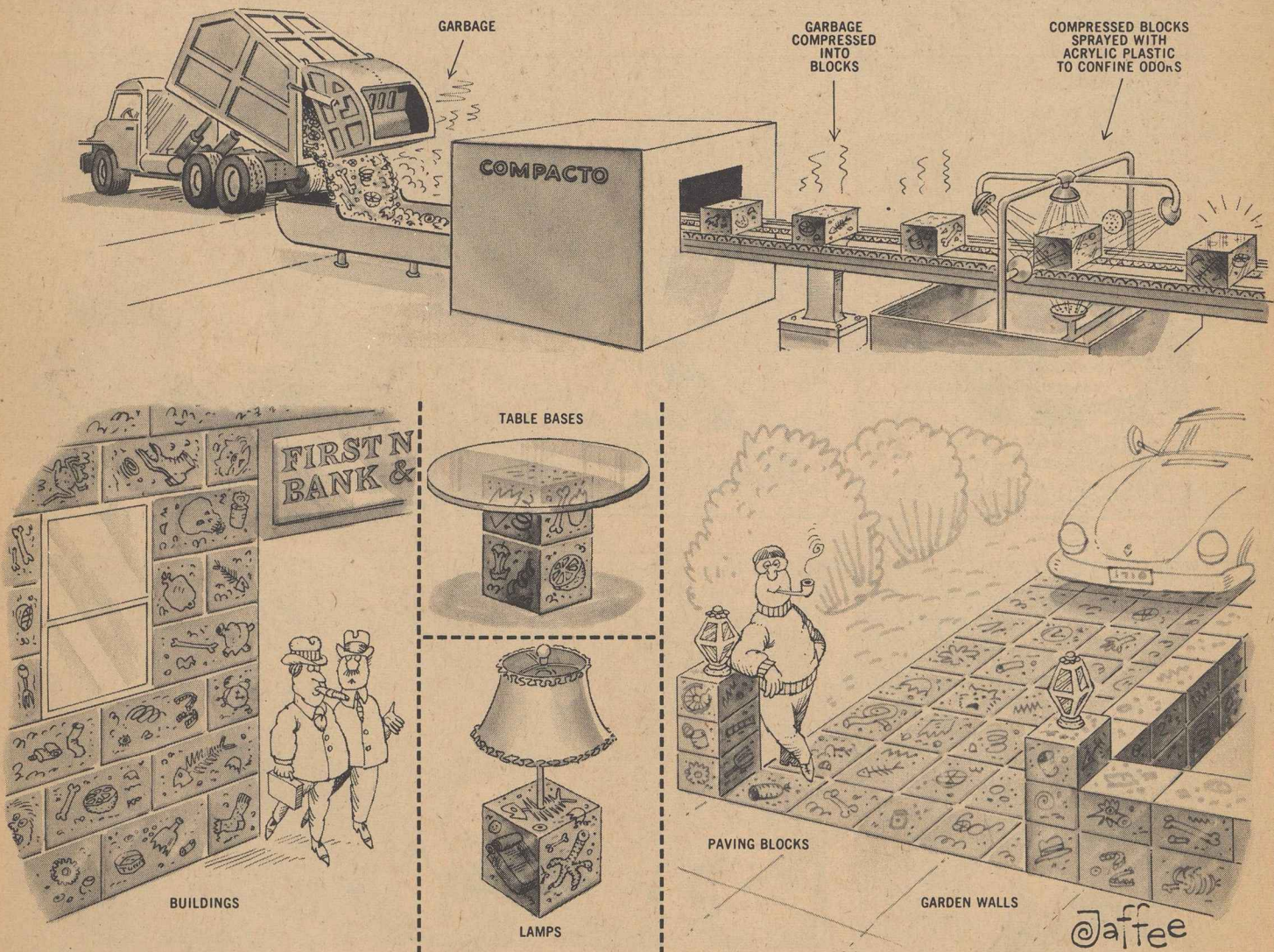
**Results: Beautiful, Colorful Table Cloths, Skirts, Throw Rugs and Curtains.**

## Recycling Old Fluorescent Tubes



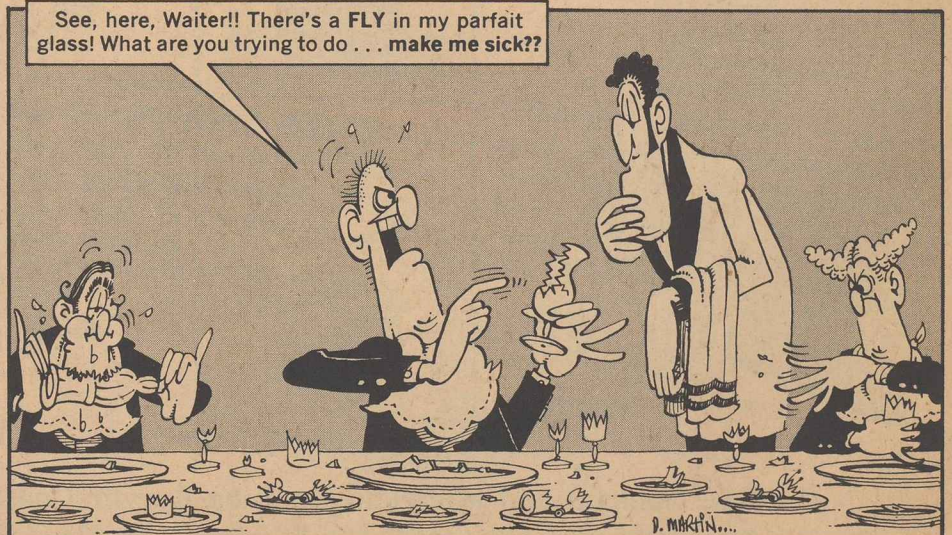
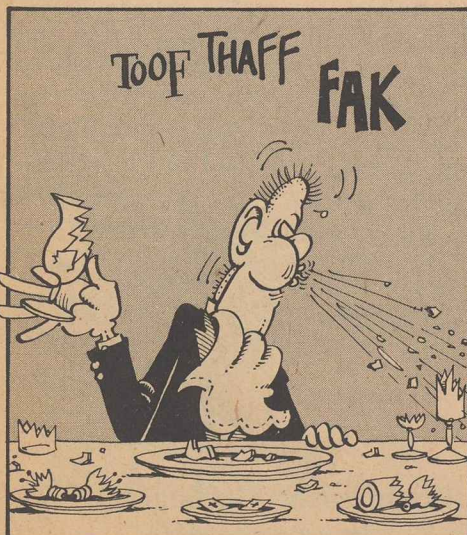
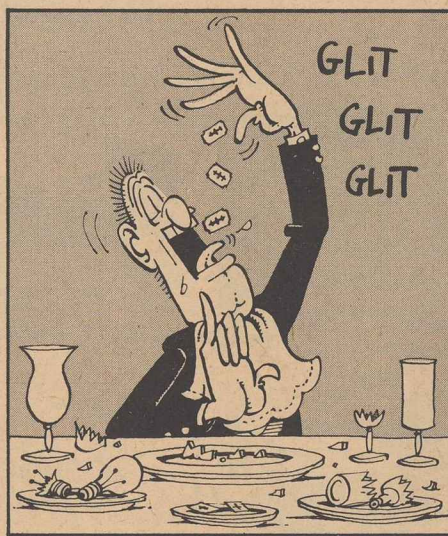
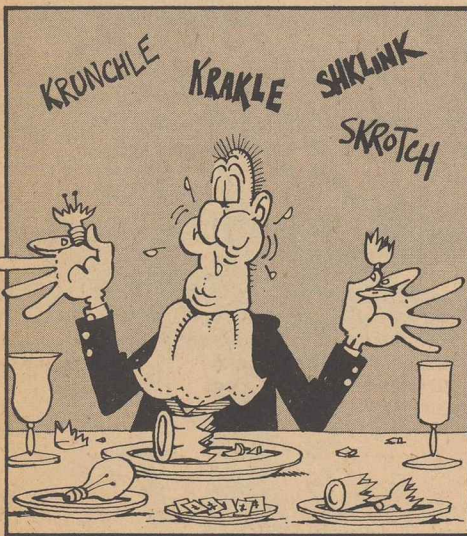
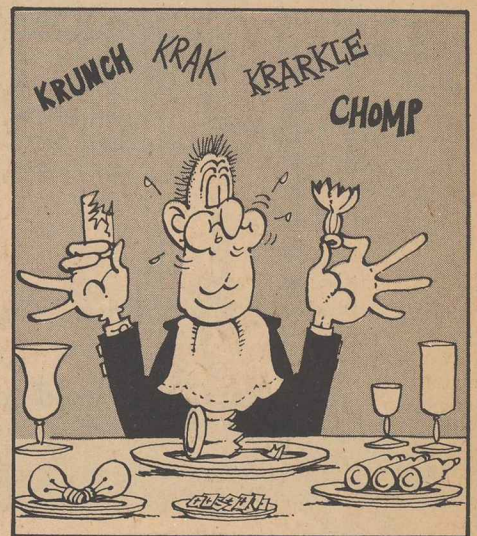
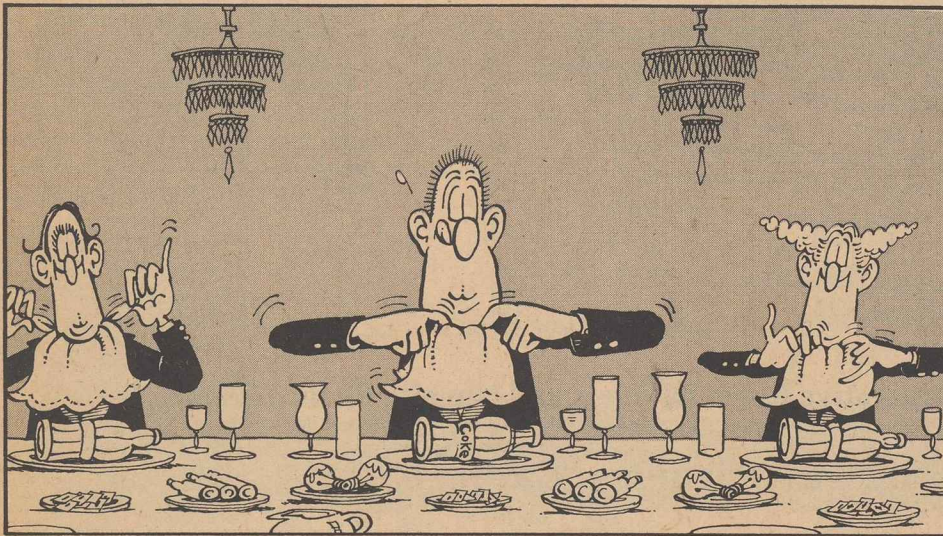
Results: Can be used as Decorative Room Dividers and Novelty Picture Frames.

## Recycling Miscellaneous Garbage



Results: Colorful and interesting-looking Acrylic-Coated Compressed Garbage Blocks are impervious to fire, water, etc., and can be used in construction.

# AT "THE NATIONAL ASSOCIATION OF PROFESSIONAL GLASS-EATERS" BANQUET





# A MAD PEEK BEHIND THE SCENES AT A TV NETWORK

ARTIST: BRUCE DAY

WRITER: LARRY SIEGEL



All right, gentlemen, we will now discuss next season's program schedule ...

**AAAAAAAAAAAAHHHHHHHRGH!**

What happened to Steve?

He just watched the pilots of six of our new shows at one sitting!!

What a horrible way to die! I was hoping he was only hit by a truck!

Jerry was a lot luckier than Steve! Last year, he watched "The Sandy Dumbkopf Show" and "Me And The Baboon" on the same day ... and LIVED!!

Yeah, but the poor guy was reduced to a vegetable ... a gibbering idiot with half a brain!

Gee ... what ever happened to Jerry??  
Didn't you hear? He was appointed President of the Network!

Peggy, please bring in some pencils ... some pads ... and some air sickness bags!

What do you need with air sickness bags?

When these guys see what we're putting on the air ... are they gonna get SICK!!

PURRRRR

Bruce Day

Yes, Sir! I have one for  
**"Bernie Loves Midgets"!**  
 That'll be ten dollars!!

I thought TV Show tickets were **FREE!** I'm not paying ten dollars to see **that** awful piece of junk!

**But you  
don't  
pay US!  
We pay  
YOU!!**

**Forget it!**

Er . . .  
**Fifteen dollars!**

**Okay, twenty dollars!**  
And after the show,  
you get a **free visit**  
to the **best stomach**  
**specialist in town!**

But don't you see?  
No human system  
could possibly  
**survive** that show!

How do **you** know?

**Because  
I'm  
the best  
stomach  
specialist  
in town!**



**Hey, Herb!**  
After all  
these  
years, I  
finally  
found  
one!!

**Found what? A contestant for "Let's Make A Big Deal"?**

No, an actual member of one of those mysterious **1,200 Neelson Ratings Families** whose viewing habits govern the life and death of all of our **Television Shows!!**

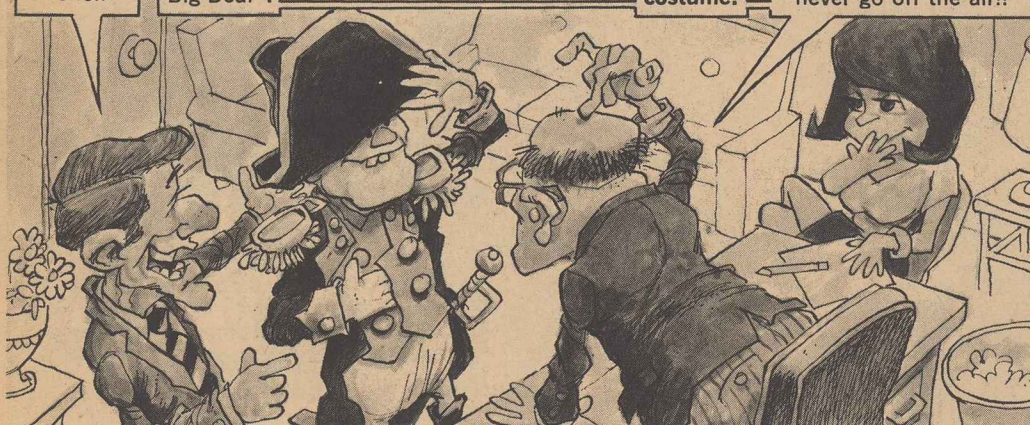
**But why  
is he  
wearing  
that  
crazy  
costume?**

**What costume?! Those are his everyday street clothes!**

**No WONDER** shows like  
"Giggling's Island"  
never go off the air!!

Hello . . . Fire  
Department . . . ?  
My . . . dressing  
. . . room . . . is  
. . . on . . . fi—

Can't that  
guy do  
**ANYTHING**  
without an  
idiot card?!?



**What's the Army doing—holding their maneuvers in a Television Studio?!?**

**It's no phony  
Army maneuvers!  
That's REAL  
AMMUNITION  
they're firing!**

You mean . . . ?

**Yep! They're  
filming another  
Kiddie Toy  
Commercial!**

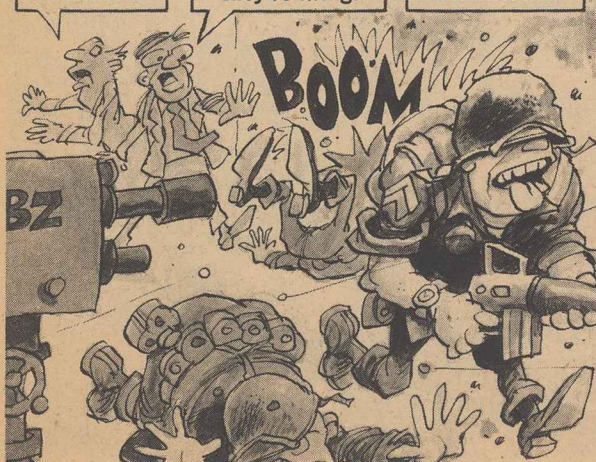
**How's this? We put a camera in the rear of 13 famous American Supermarkets . . . and then for 30 minutes each week, we film the trucks unloading!**

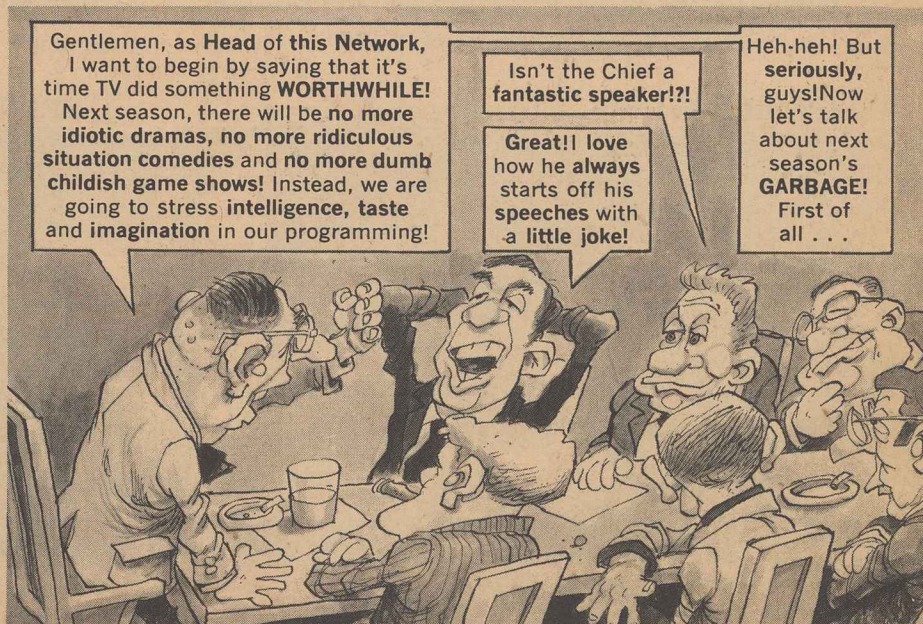
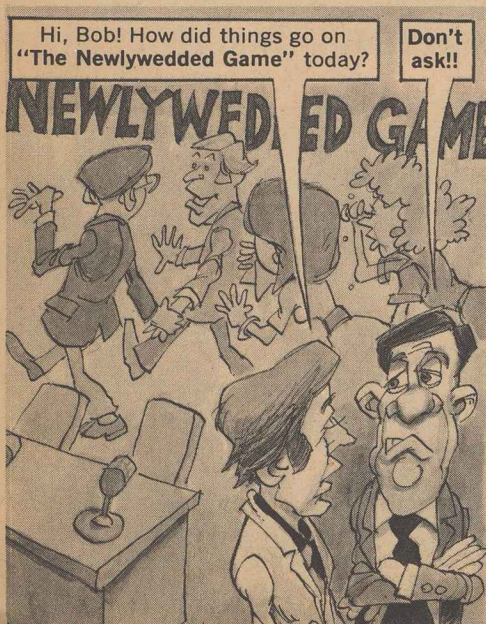
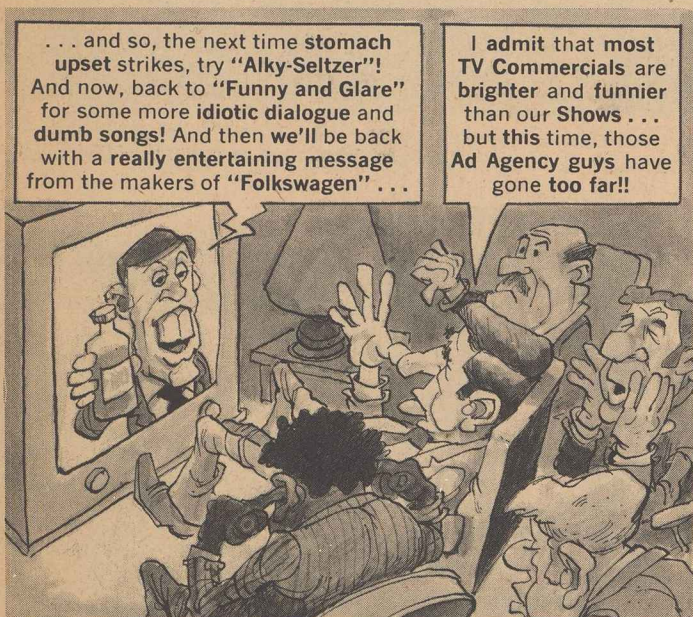
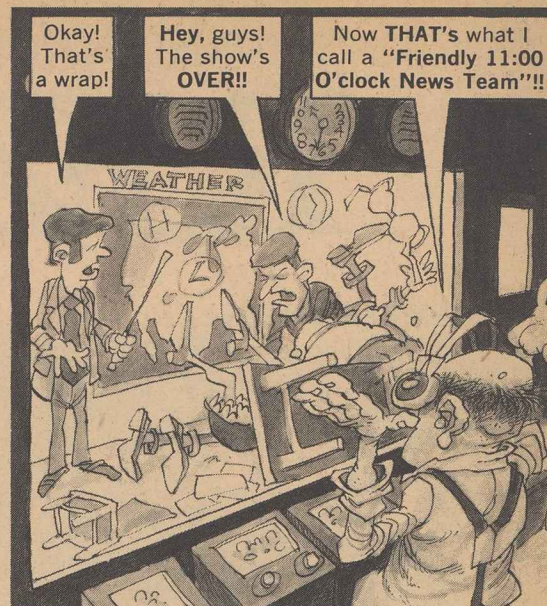
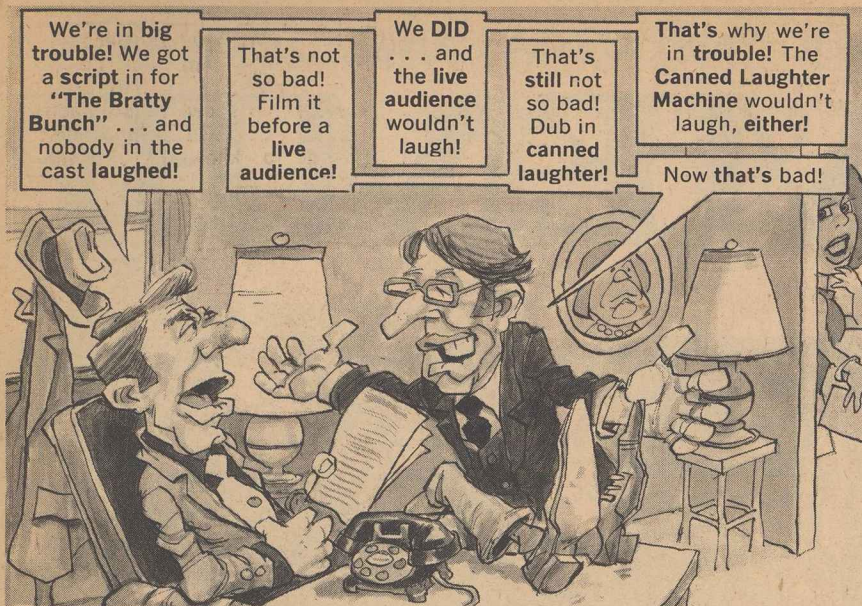
**Wait! Here's one! A chorus of champion bowlers sing ethnic folk songs as Kathryn and Arthur Murray dance across 13 famous American bridges!**

Hey, how's  
this . . . ?

Sorry  
I'm  
late!  
What  
did I  
miss?

**Hi, Perry!  
We're just  
going over  
suggestions  
for our  
exciting  
Summer  
Program  
Schedule!**





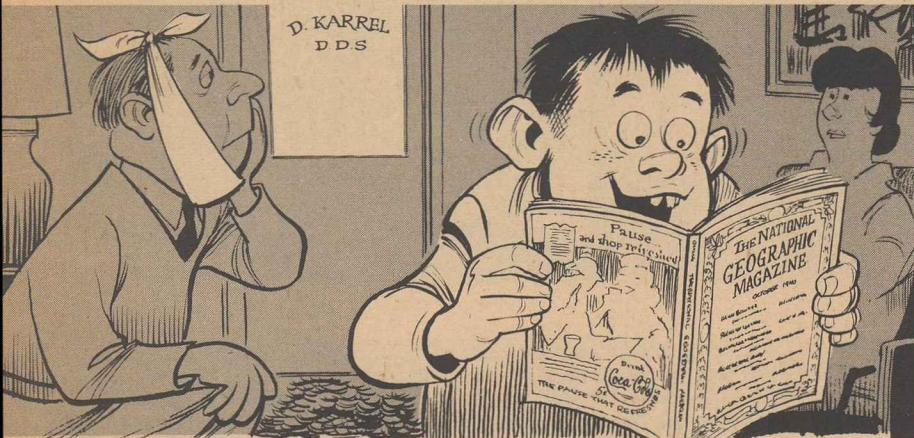
THEN AND OWW! DEPT.

AND NOW, FOR YOU NOSTALGIA FANS, A LOOK BACK AT

# REMEMBER

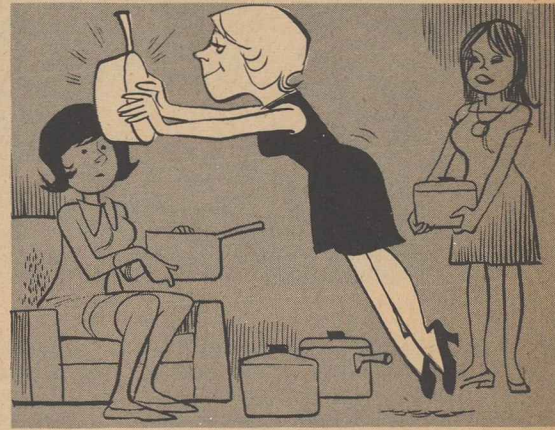
ARTIST: BOB CLARKE

## REMEMBER WHEN...



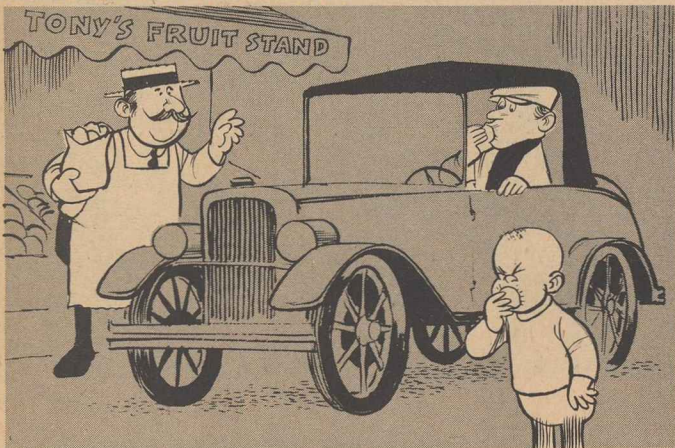
... there were no fold-outs in magazines, and the biggest sex thrill was sneaking a look at "National Geographic" in your Dentist's waiting room!

## REMEMBER WHEN...



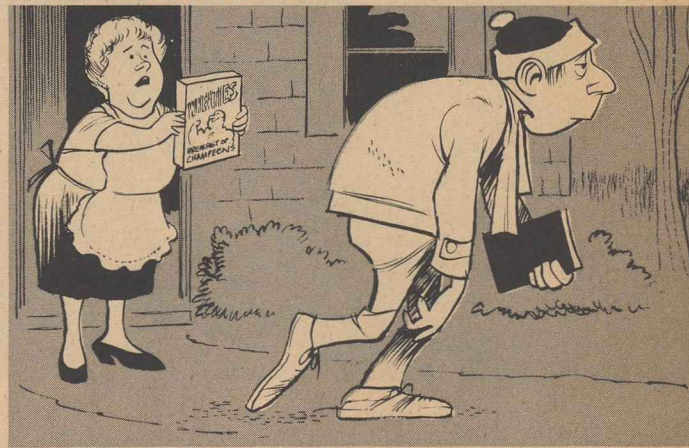
... a "Pot Party" was a social gathering where women came to buy teflon fry pans!

## REMEMBER WHEN...



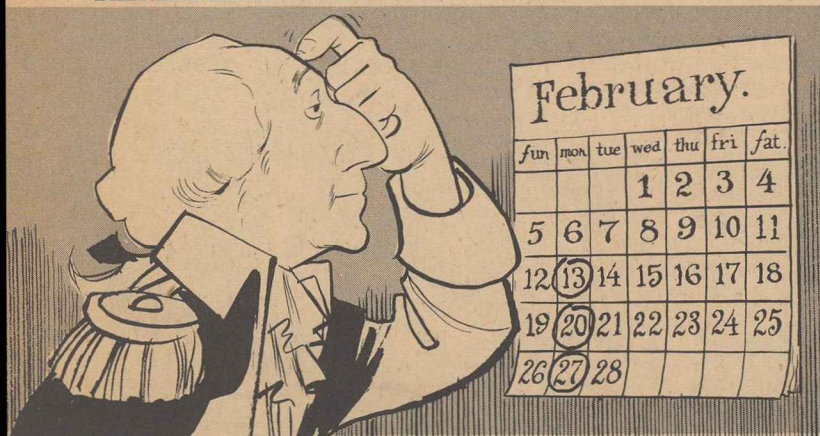
... we used to suck lemons, not drive them!

## REMEMBER WHEN...



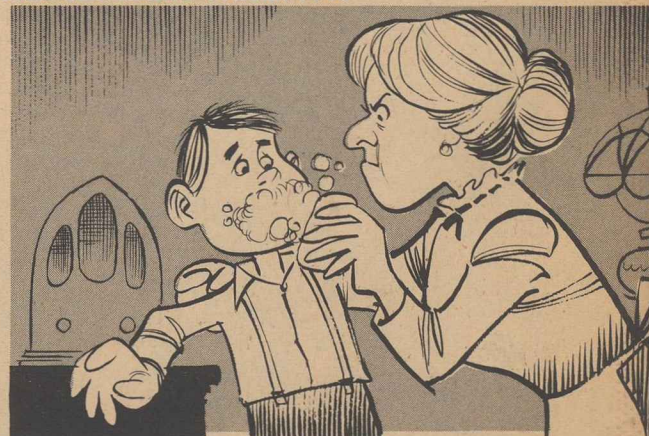
... "Energy Crisis" meant you forgot to eat your *Wheaties*!

## REMEMBER WHEN...



... George Washington's birthday was actually celebrated on George Washington's birthday!

## REMEMBER WHEN...



... you not only didn't watch "Kung Fu"  
... you weren't even allowed to say it!

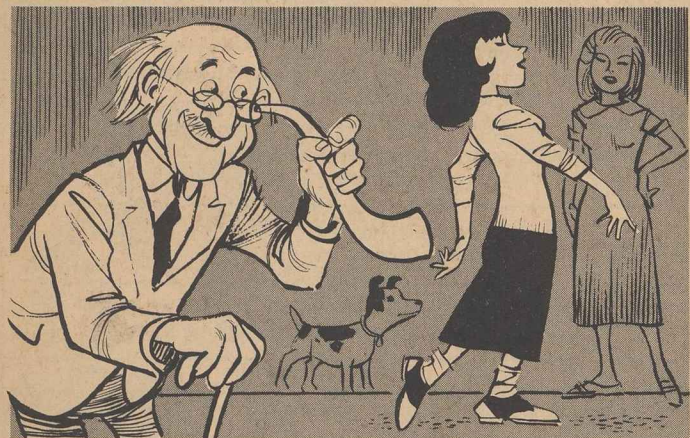


THE OLD DAYS WHEN THINGS WERE A LOT DIFFERENT!

# R WHEN...

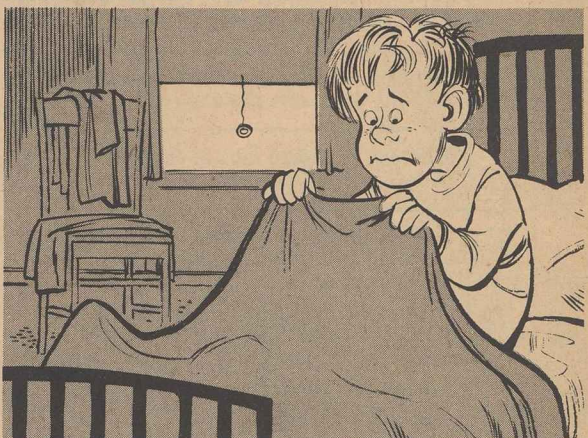
WRITER: ARNIE KOGEN

REMEMBER WHEN...



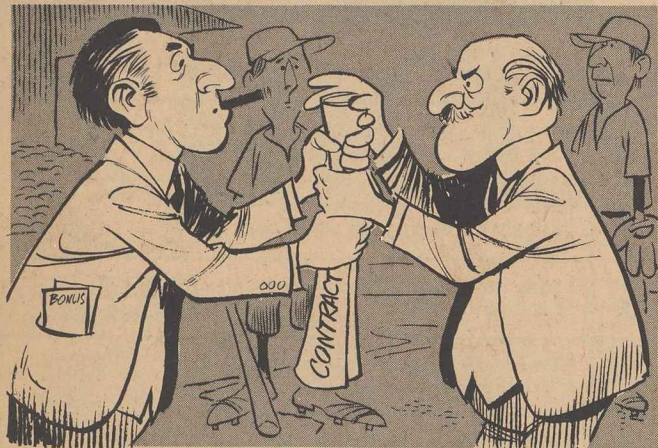
... girls wore long skirts? And how, if you wanted to know if a girl was knock-kneed, you had to listen!

REMEMBER WHEN...



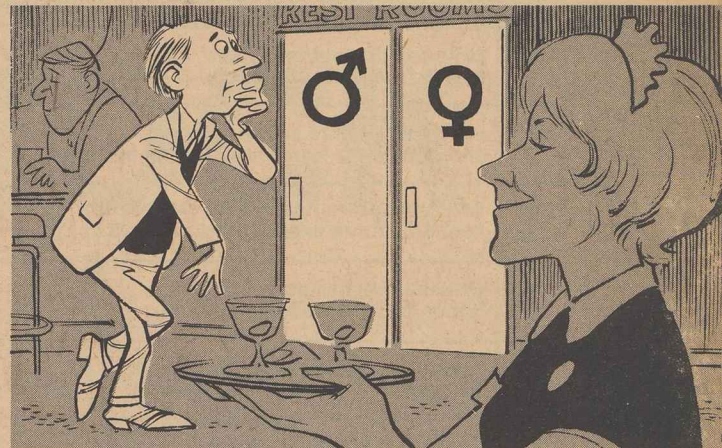
... you slept on a "Water Bed"? No... not intentionally! You just woke up that way!

REMEMBER WHEN...



... baseball teams used to trade players, not wives!

REMEMBER WHEN...



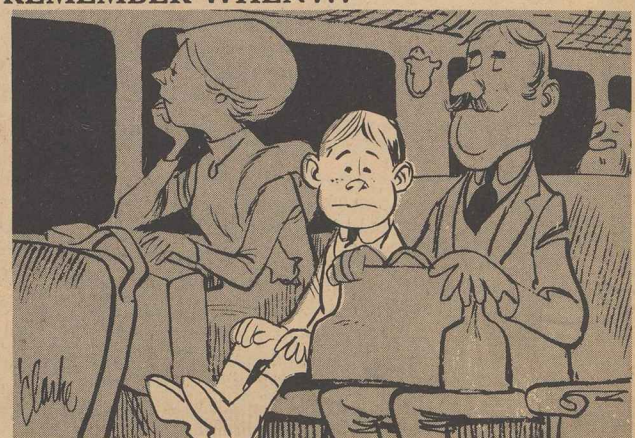
... Rest Rooms were simply marked "Men" and "Women"!

REMEMBER WHEN...



... we used to settle our problems over coffee and cigarettes? Now, *those* are our problems!

REMEMBER WHEN...



... a "bad trip" was an overnight train ride to visit your cousin in Schenectady!



# Alfred's Poor ALMANAC

## MAY

		<b>THURS 16</b>	MAD goes on sale. Newsstand dealers hope it will sell as well as TV Guide, Playboy and Penthouse.
<b>FRI 17</b>	Elmo Griff turns on with a friend, figuring that two heads are better than one, 1970.	<b>SAT 18</b>	German who walks around corner to restaurant generally takes a turn for the wurst.
<b>SUN 19</b>	Being a pyromaniac isn't too bad a profession if you don't mind having to scratch for a living.	<b>MON 20</b>	Sonny announces he'll cut wife's hair, becomes television's first Cher-cropper, 1972.
<b>TUES 21</b>	Physician Harley Oxmount hears Henny Youngman routine, discovers the gag reflex, 1955. <b>GAAAAAK!</b>	<b>WED 22</b>	Queen Elizabeth considers a new husband, figuring Britain has had its Phil, 1966.
<b>THURS 23</b>	Siamese man who falls in vat of artificial coloring winds up Thai-dyed.	<b>FRI 24</b>	Levi-Strauss releases annual report, announces record overall profit, 1965.
<b>SAT 25</b>	Boston bans porno movie about a pro football tight end, titled "Deep Threat", 1972.	<b>SUN 26</b>	John Wayne's birthday. Take a horse to lunch.
<b>MON 27</b>	Memorial Day. National Safety Council predicts record 2,000 highway fatalities.	<b>TUES 28</b>	Highway toll only 1,999. Safety Council staff draw straws to see who will drive into a tree.
<b>WED 29</b>	Jockey Underwear sues Munsingwear, 1953; lawyers exchange briefs.	<b>THURS 30</b>	Italian Wife-Swapping day. "One man's mate is another man's paisano."
<b>FRI 31</b>	Vladimir Vonsk kills 300 in Moscow purge, wins gold medal for Marxmanship, 1917.		

WRITER: FRANK JACOBS

## JUNE

<b>SAT 1</b>	Mercury flips out on speed, Mount Olympus, 4015 B.C.	<b>SUN 2</b>	Tarzan's birthday. Take an ape to lunch.
<b>MON 3</b>	Lawrence Welk to salute rulers of Argentina and South Viet Nam with "a Juan and a Thieu."	<b>TUES 4</b>	Pompeii songsmith Lucius Lupus pens hit song "Lava Come Back To Me," 79 A.D.
<b>WED 5</b>	Eve turns down Adam, says she prefers someone more experienced, 6014, B.C.	<b>THURS 6</b>	Actor who's losing his hair invariably winds up with small part.
<b>FRI 7</b>	Whistler finishes portrait of his father, originates Pop Art, 1888.	<b>SAT 8</b>	Today marks the 125th anniversary of June 8th, 1849. <b>HUZZAH!</b>
<b>SUN 9</b>	Annual Dwarf-Flogging Day, begun in 1874 for people who feel a little strapped.	<b>MON 10</b>	New Haven students invent special kind of smoked salmon, call it Yale lox, 1954.
<b>TUES 11</b>	Jacques Cousteau's birthday. Take a bathysphere to lunch.	<b>WED 12</b>	Pants-pressers stage mass walk-out, 1940, chanting slogan, "Strike while the iron is hot!"
<b>THURS 13</b>	Prospector Morris Meezer abandons search for gold, deciding it's a vein attempt, 1849.	<b>FRI 14</b>	Woman who gets mad when she can't buy sirloin for 79 cents a pound has no beef coming.
<b>SAT 15</b>	200th anniversary of the invention of the monogrammed truss.	<b>SUN 16</b>	Erich Segal's birthday. Turning 37 is never having to say you're 36.
<b>MON 17</b>	Archi medes draws his first circle, decides it's easy as pi, 269 B.C.	<b>TUES 18</b>	Banks that advertise quick loan service usually have your interest at heart.
<b>WED 19</b>	Scientist Waldo Pitkin mates two disturbed insects, develops nervous tick, 1922.	<b>THURS 20</b>	Polish Groundhog Day. If you see your shadow, the groundhog is in for a rough summer.
<b>FRI 21</b>	The longest day of the year, except in Philadelphia where everyday is.	<b>SAT 22</b>	Gay Lib Amateur Night ends in disaster when star comedian shows up with straight man, 1971.
<b>SUN 23</b>	When a French newspaper man agrees with you, he's most likely using the editorial oui. <b>ALPHONSE HATES GASTON!</b>	<b>MON 24</b>	Today, at 3:17 p.m., a man you do not know will suffer a severe attack of toe fungus in Scottsbluff, Nebraska.
<b>TUES 25</b>	Myrna Depew drops brooch into bread dough, is applauded for cameo roll, 1955.	<b>WED 26</b>	MAD goes off sale. Newsstand dealers report it sold as well as Life, Look and Collier's.

# DIATRIBAL LEGEND DEPT.

As long as I live, I'll always remember every second, every minute, every hour of those terrible days. It all started on a Saturday morning... no, it was a Sunday afternoon... maybe a Tuesday evening... anyway, it was in a remote part of New Mexico... or was it Arizona... or maybe it was Rhode Island... well, it was in one of those Western States! A gang of poachers were rounding up and shooting mustangs for dog food... or were they rounding up and shooting dogs for mustang food? Well, anyway, I'll never forget it...



Yahoo! Start shooting!

Whoopie! I haven't had this much fun since the hunting season opened on Fawns and Puppies!

Barnyard, I want you to become a MAN... so start shooting!

I can't shoot them, Pop! I can't! I can't!

Why not?

'Cause you can't shoot a horse in a movie!

Just make believe they're Humans!

Now, you're talking!

Hey, look who's coming! The cleanest living, most socially conscious man in the whole United States!

Really? What's Dr. Marcus Welby doing out here?

That's not Marcus Welby! That's...

# BILLY JOCK

ARTIST: ANGELO TORRES

WRITER: STAN HART

Poser, I want you to get off this land!

Oh, yeah? How you gonna make me get off?

I warn you! I'm slow to anger—so I'm gonna count to THREE!

And then what?

And then I'm gonna count to 39,004!

How come?

I just TOLD you!! I'm slow to anger!

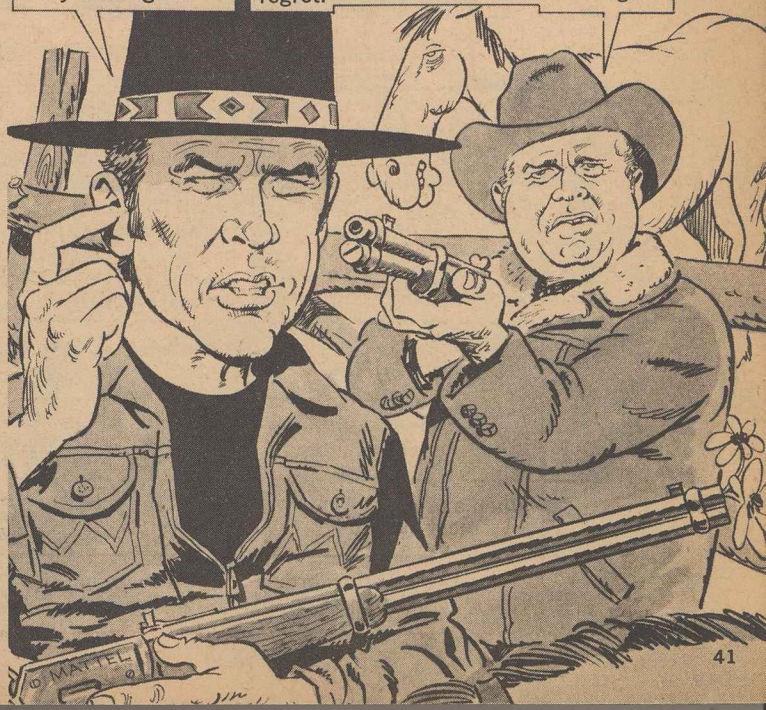
torres

Poser, pull that trigger... and you'll do something you'll regret!

What would I regret?

Making this into a four minute movie!

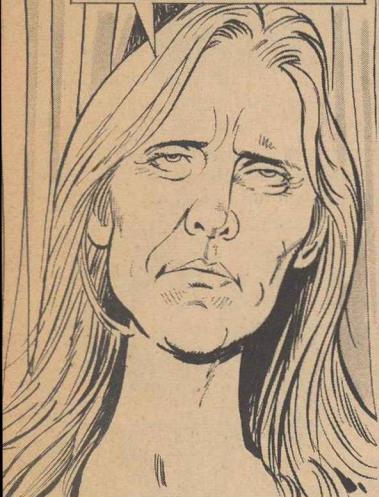
I see what you mean! Okay, men, let's go!



Who **WAS** this half-breed Indian named **Billy Jock**? He was like a force of nature who, in some mysterious, mystical way, **always showed up** when you **least expected him!**

Hi, Blue Jean ...

See what I mean!?

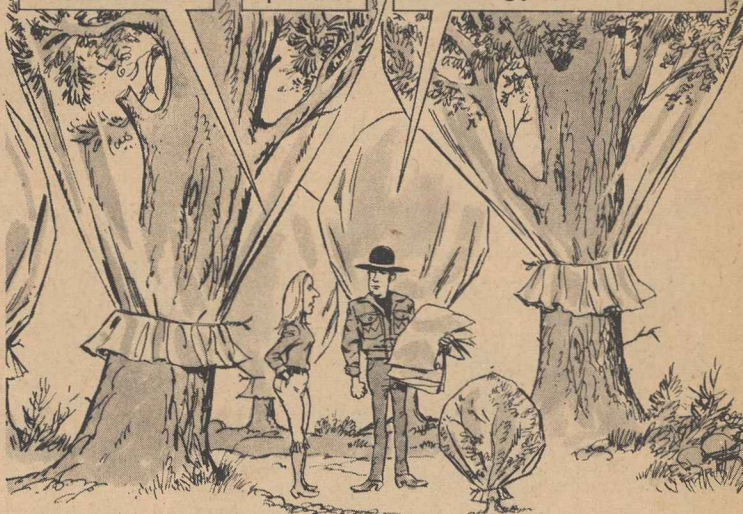


Billy Jock ... you're beautiful and good and clean! You love life and respect Nature so much!

No more'n any other right-thinking person!

No, no! Much more! Who **ELSE** would go around putting huge plastic covers on the trees to protect them when it rains?

It's a big job, but I love it!



So you've finally come home, huh? Well, I'll teach you not to run away again!

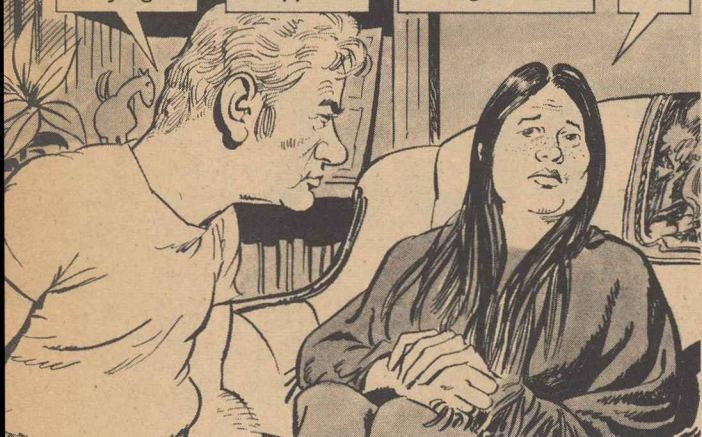
Don't hit me! I'm pregnant!

Well, first he blew in my ear ... and then he ...

**WHAT?** How could that happen?

Stop it! You're torturing me, and I need all the strength I have!

Oh, yeah? For what?



For **THIS** ...

**SLAMM!**



Who are you?

Oh, yeah? Where were you when he was beating the **daylights** out of me?

**Nuts!**

Actually, I was hoping for a little action!

I'm Billy Jock, and I'm always there when you need me!

**Better late than never!** I want to show you what life can be **like!** I want to give you **understanding** and **comfort** and **sympathy!**

Don't you **WANT** kindness and love?

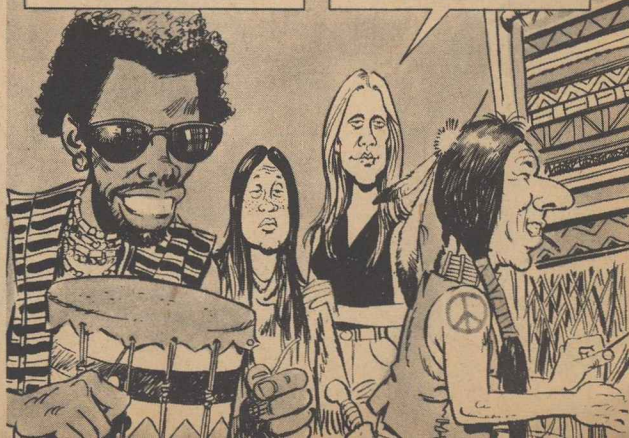
Sorry, kid! I'm taking you to Blue Jean's school ...



Here at my school, I encourage the kids to **create** things that will show pride in their **Heritage** ...!

That's Kareem ... making a **Tribal Drum**, because his **Great-Grandfather** was an **African Warrior!**

And that's Skylark ... weaving a **Blanket**, because his **Grandfather** was an **Indian Chief!**



Look, Blue Jean! I just created an Annuity that gives maximum protection and a guaranteed income for life after age 65!

Er... who's he?

That's Irving! His Father was a Prudential Insurance salesman!

You can hide here at the school from your cruel Father, Barby Doll!

That's really swell! But what about my condition?

We'll say one last thing about it... and then never mention it again!

What's that?

**SHAME...! SHAME...!**

Fer cryin' out loud, what do you want from me?

Barnyard, Indian and Black families aren't the **ONLY** ones with a heritage! We have one, too! I want you to carry on **OUR** family's long-time tradition!

What tradition is that, Pop?

Seven generations of pure rottenness!

I'll do anything to make you proud of me, Pop!

Then, stand tall, walk straight, go into that soda shop and beat up some girls!

You're as rotten as they come, Barnyard!

This is no time for compliments!

Stop that, Barnyard! I'm warning you! I'll **DO** something!

And—uhh—just **WHAT** are you going to do?

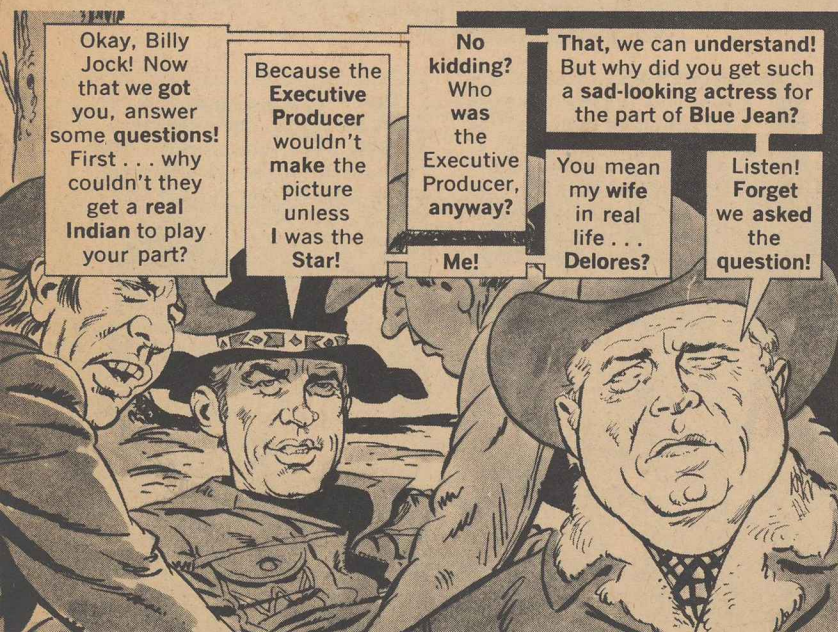
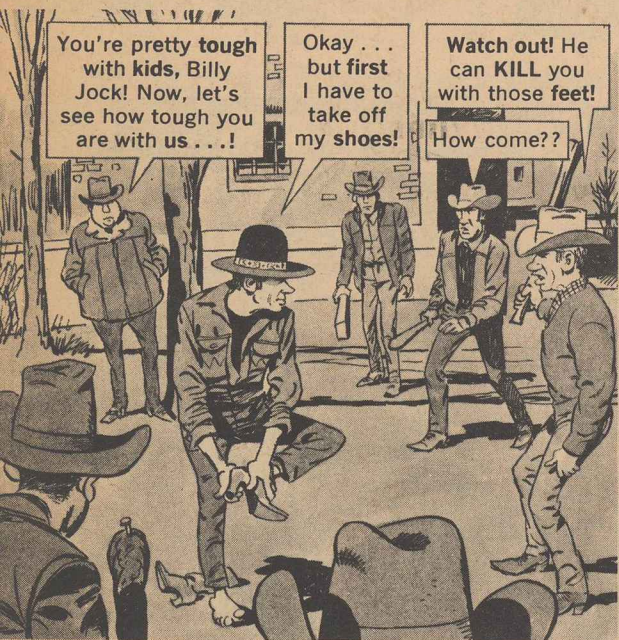
How does—oof—turn blue and fall... in a heap... strike you?

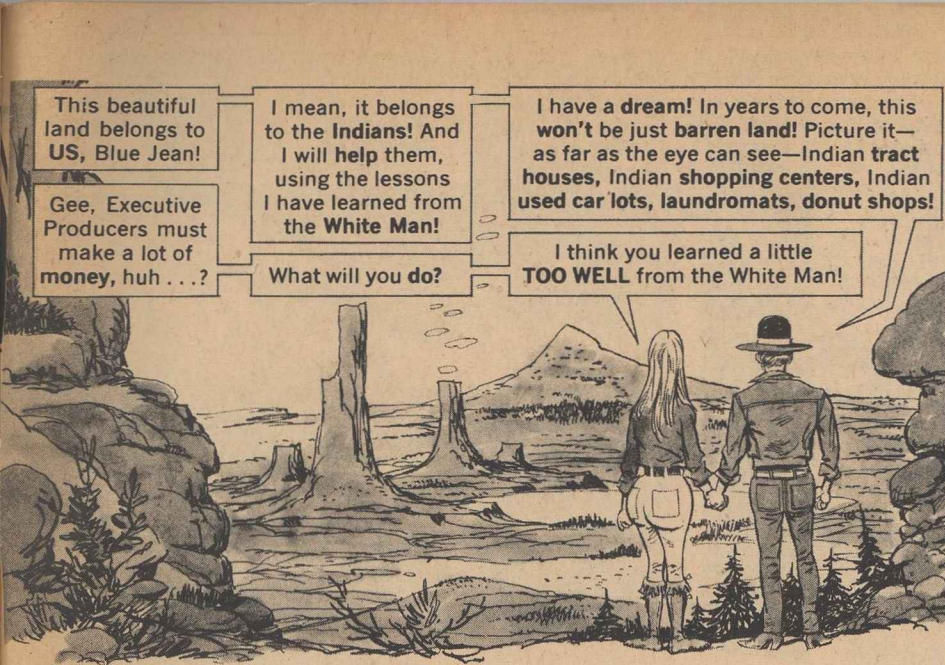
I'm here, Marvin! I'll always come when you need me!

Could you—gasp—make it a couple of minutes sooner—gasp—next time?

Don't hurt me, Billy Jock!

You know how I believe in non-violence... and how, for that reason, I am slow to anger...





This beautiful land belongs to **US**, Blue Jean!

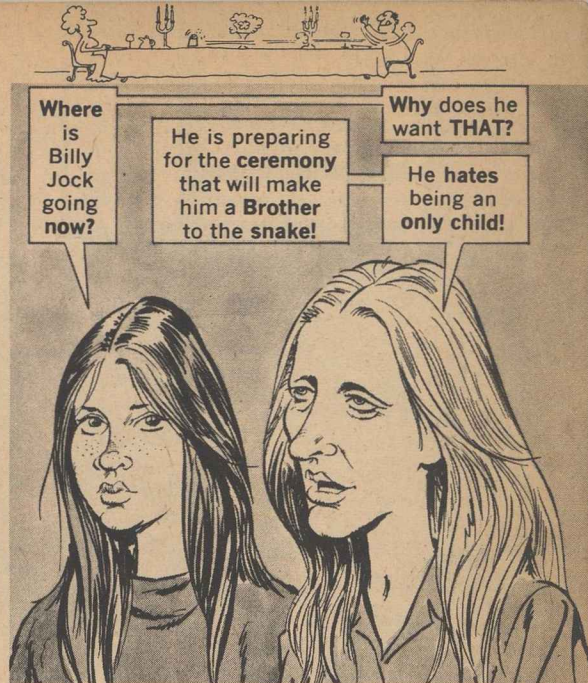
Gee, Executive Producers must make a lot of money, huh . . . ?

I mean, it belongs to the **Indians**! And I will help them, using the lessons I have learned from the **White Man**!

What will you do?

I have a **dream**! In years to come, this won't be just barren land! Picture it—as far as the eye can see—**Indian tract houses, Indian shopping centers, Indian used car lots, laundromats, donut shops!**

I think you learned a little **TOO WELL** from the **White Man**!

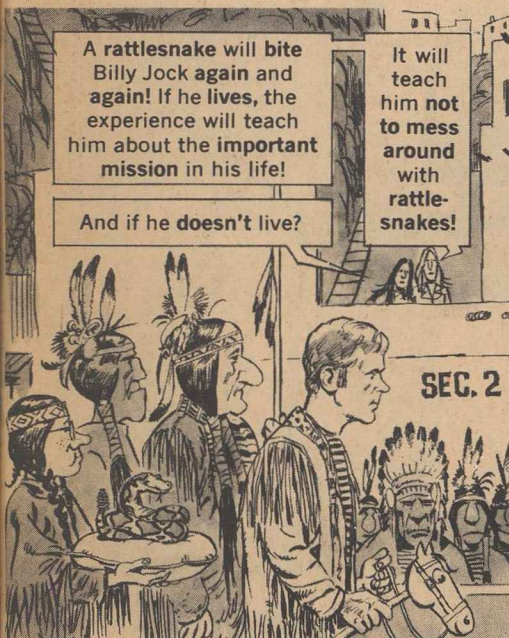


Where is **Billy Jock** going now?

He is preparing for the ceremony that will make him a **Brother** to the snake!

Why does he want **THAT**?

He hates being an **only child**!



A rattlesnake will bite **Billy Jock** again and again! If he lives, the experience will teach him about the **important mission** in his life!

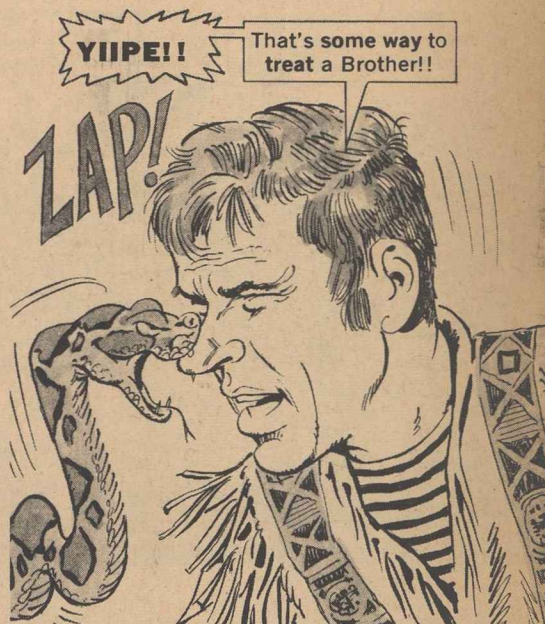
And if he **doesn't** live?

It will teach him **not** to mess around with rattlesnakes!

SEC. 2



Snake . . . snake . . . make me your **Brother**!



**YIPE!!**

That's some way to treat a **Brother**!!



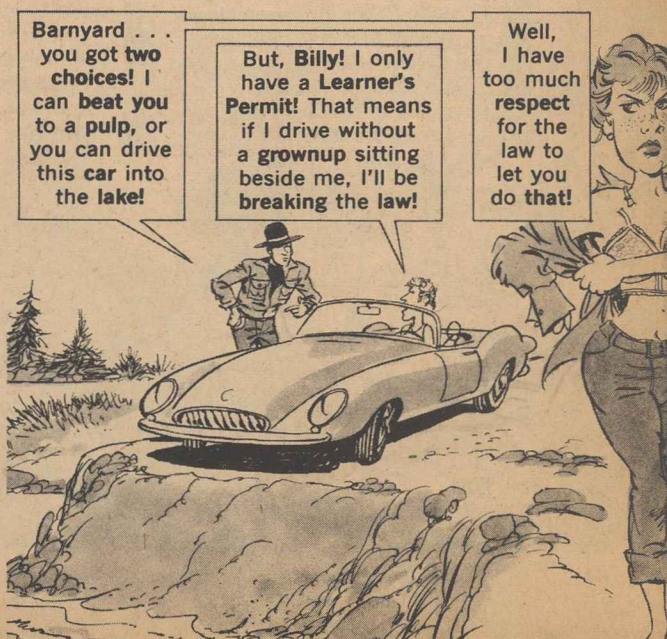
Stop it, **Barnyard**! What kind of a girl do you think I am!

I'll just cut the **other strap** . . . and I'll let you **know**!

**Better not!** I see **Billy Jock** in the distance . . . preparing for **Winter**!

How do you know it's him?

Who else would be helping a **Moose** get into galoshes?



**Barnyard** . . . you got **two choices**! I can beat you to a **pulp**, or you can drive this car into the lake!

But, **Billy**! I only have a **Learner's Permit**! That means if I drive without a **grownup** sitting beside me, I'll be breaking the law!

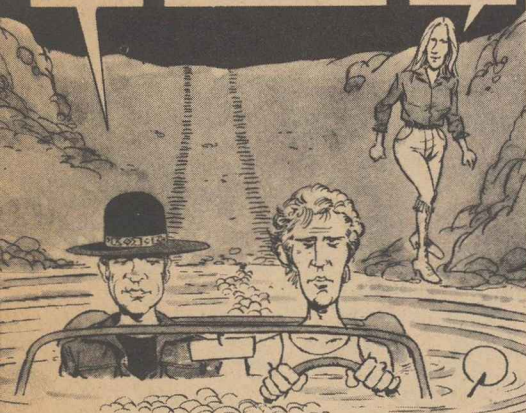
Well, I have too much **respect** for the law to let you do that!

It—it ain't always easy being a grownup!

I know what you're doing in that lake, Billy Jock! You're such a devoted family man!

You're visiting your **COUSINS** . . . the **Water Snakes!**

What do you mean?



I think I'll get undressed! That way, I can get a sun-tan . . . and also get some **SEX** into this picture!



**Barn-**yard! What are **YOU** doing here?

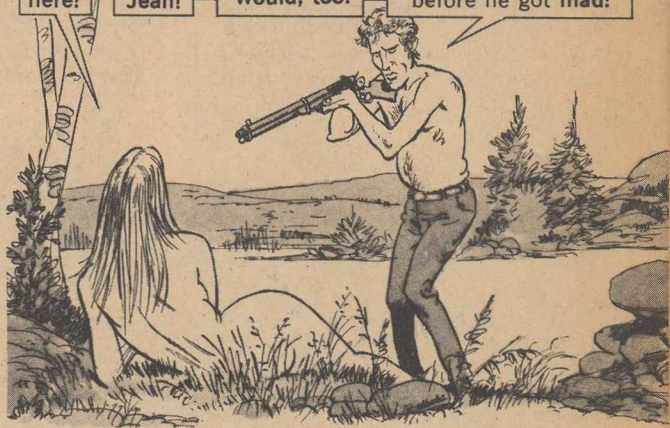
I'm gonna rape you, Blue Jean!

**Coward!** You wouldn't do this if Billy Jock were here!

Would, too!

How can you say that?

'Cause he's so slow to anger that I'd be finished and out of the country before he got mad!



Marvin, I'm here as usual, when you need me!

Yeah, just like you were when I needed you!

Why doesn't he answer me?

He would, but he's too busy being dead!

Oh, good! I thought he was angry with me!



I'm going after Barnyard. He killed Marvin and raped you!

How did you find out that Barnyard raped me?

I can't tell you!

Why not?

Because if I told you, then the audience would know! And they'd tell **EVERYONE!**



How can you keep coming? I just shot you!

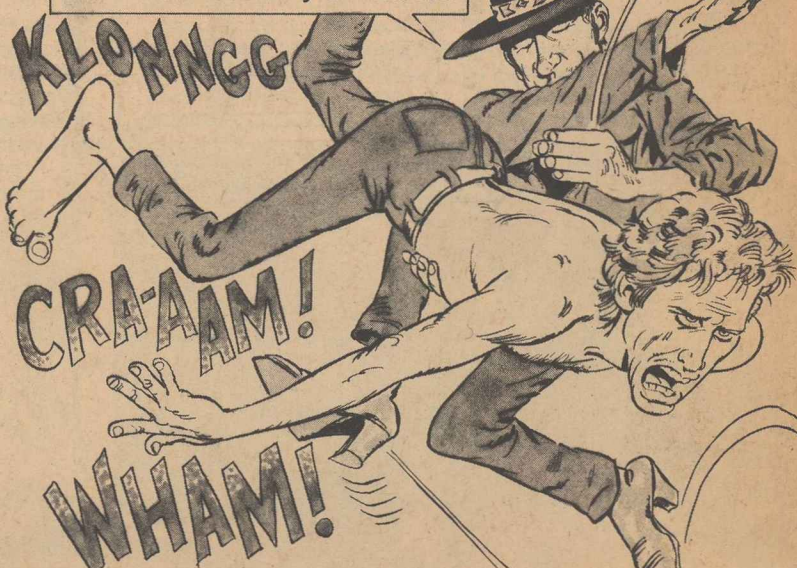
Remember I told you I was slow to anger? Well, I'm even slower to bleed! And now, Barnyard, you **KNOW** what I'm going to do to you! And you know how much I'm going to **HATE** myself in the morning for **DOING** it to you!

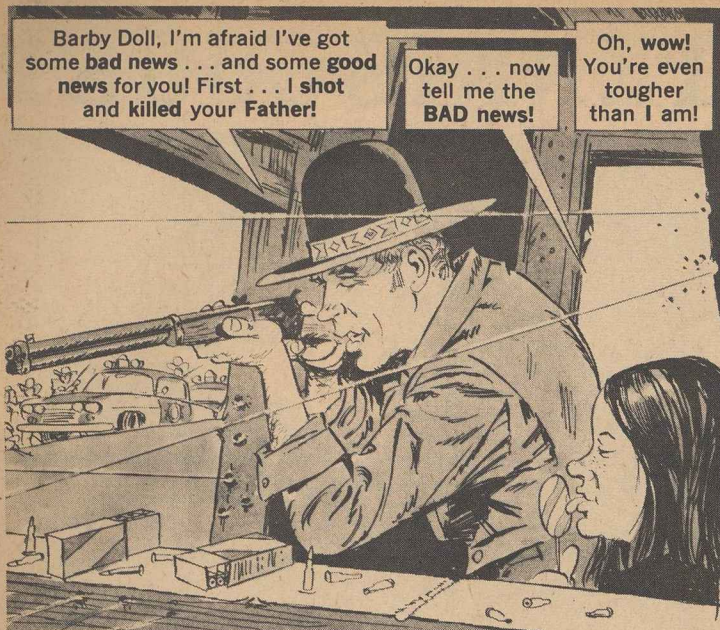
Yeah, but I don't know how I'M going to feel in the morning!

A lot like Marvin!



David Carradine . . . eat your heart out!





Barby Doll, I'm afraid I've got some bad news . . . and some good news for you! First . . . I shot and killed your Father!

Okay . . . now tell me the BAD news!

Oh, wow! You're even tougher than I am!



Billy Jock, you have to give yourself up! If you don't, you'll get yourself killed!

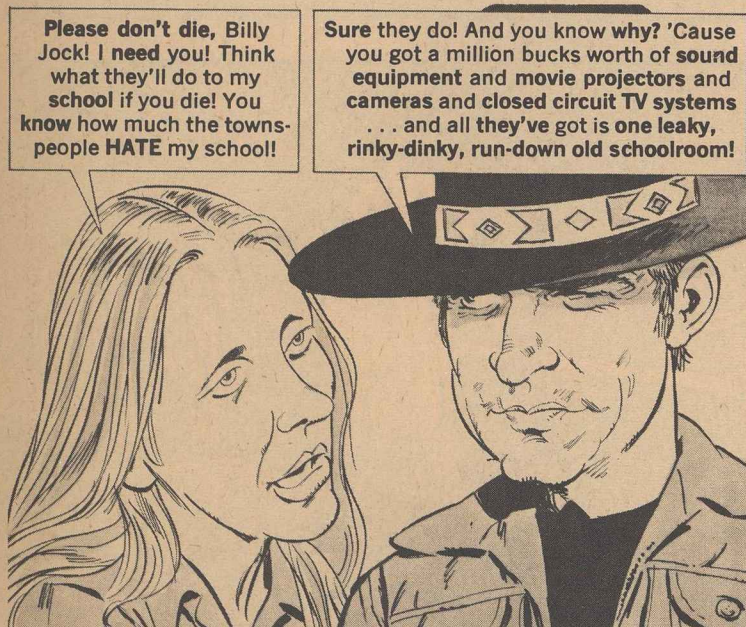
I'm not afraid, Blue Jean! I'm gonna make a run for it!

Do you think you can make it?

Oh, I can! But I'm not sure that Barby Doll can . . . !

'Cause I'm gonna use her as a shield!

Why not???



Please don't die, Billy Jock! I need you! Think what they'll do to my school if you die! You know how much the townspeople HATE my school!

Sure they do! And you know why? 'Cause you got a million bucks worth of sound equipment and movie projectors and cameras and closed circuit TV systems . . . and all they've got is one leaky, rinky-dinky, run-down old schoolroom!

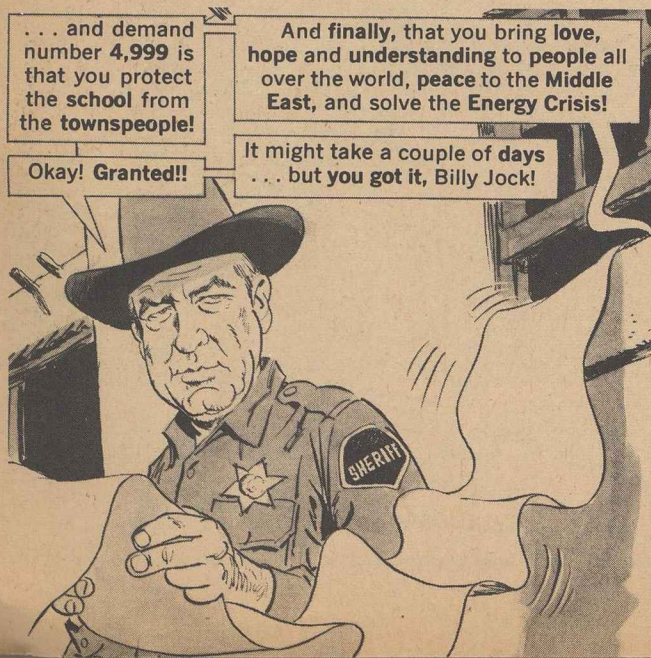


I won't come out till you promise to meet my demands!

Okay! Anything you say, Billy Jock!

He's wanted for TWO MURDERS! How can he make demands?!

Search me! Listen, this is no time to question the logic in this movie!

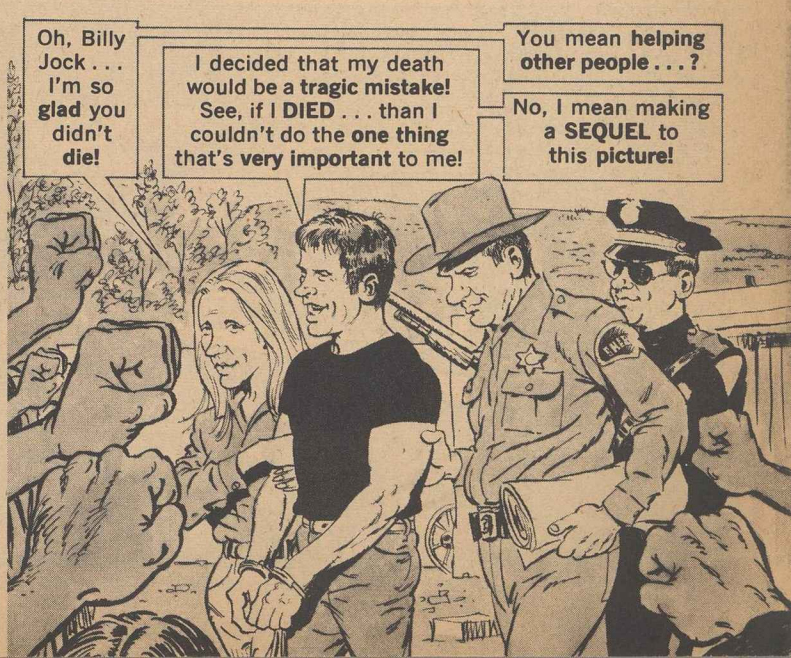


. . . and demand number 4,999 is that you protect the school from the townspeople!

And finally, that you bring love, hope and understanding to people all over the world, peace to the Middle East, and solve the Energy Crisis!

It might take a couple of days . . . but you got it, Billy Jock!

Okay! Granted!!



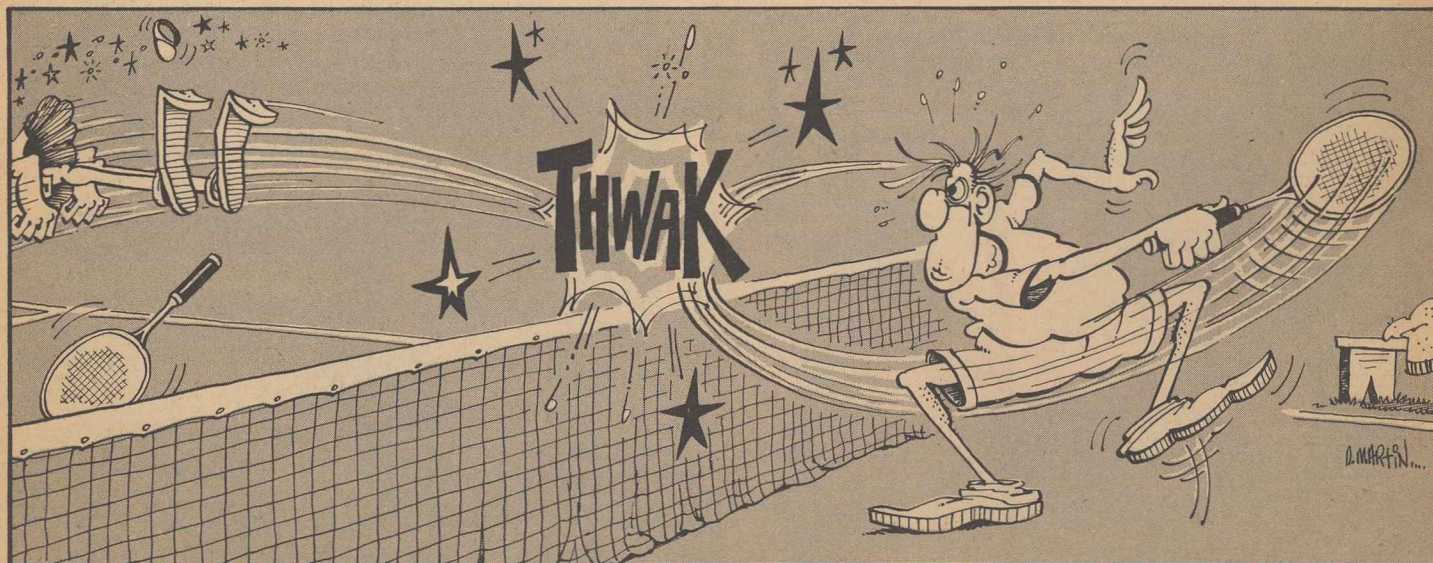
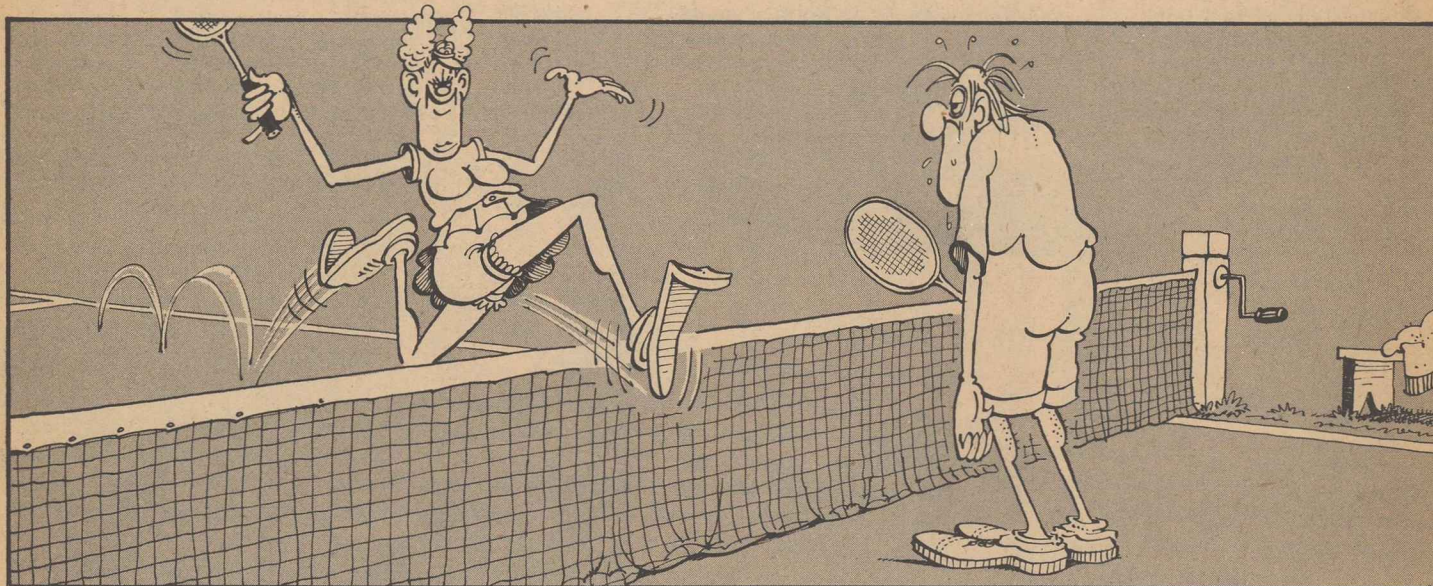
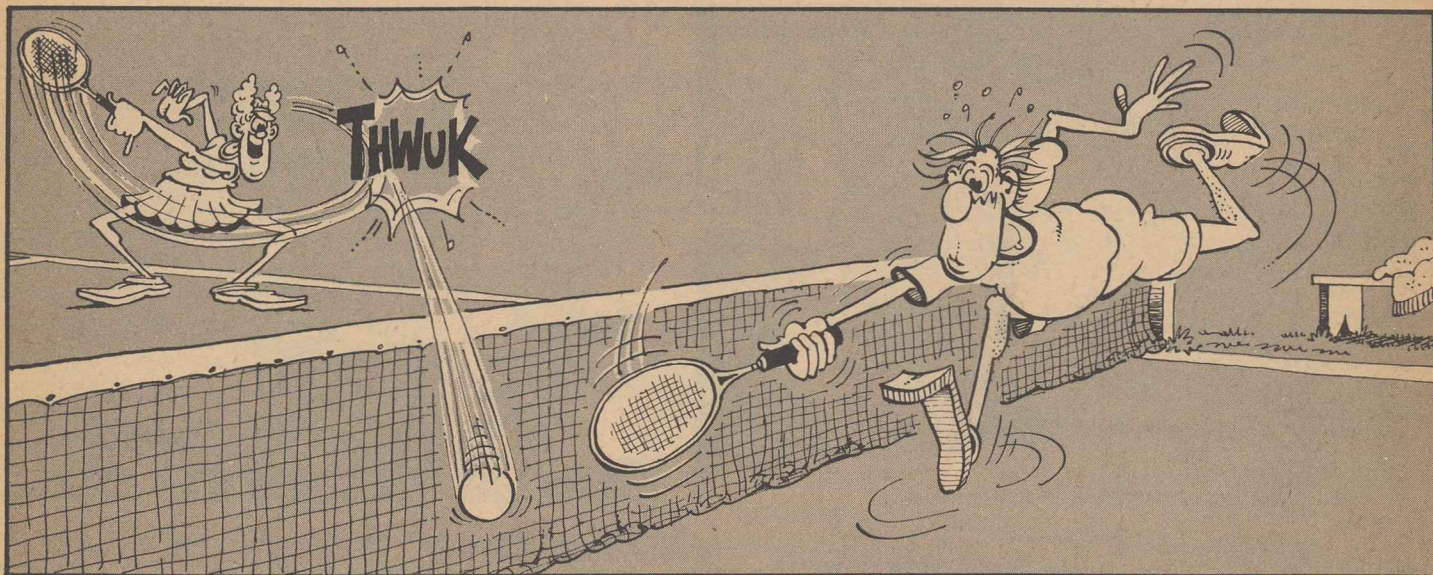
Oh, Billy Jock . . . I'm so glad you didn't die!

I decided that my death would be a tragic mistake! See, if I DIED . . . than I couldn't do the one thing that's very important to me!

You mean helping other people . . . ?

No, I mean making a SEQUEL to this picture!

# ONE DAY ON A TENNIS COURT



**WHAT  
BIG CAR  
FEATURE  
WILL SOON  
BE INCLUDED  
IN SMALL  
ECONOMY CARS?**

## HERE WE GO WITH ANOTHER RIDICULOUS **MAD FOLD-IN**

For generations, Americans have been conditioned to "Big Car" thinking. But now, the energy crisis has ended that. Yet, the "Big Car" appeal still lingers on. One feature that's sure to appear in smaller cars will also appear when you fold in the page as shown at right.

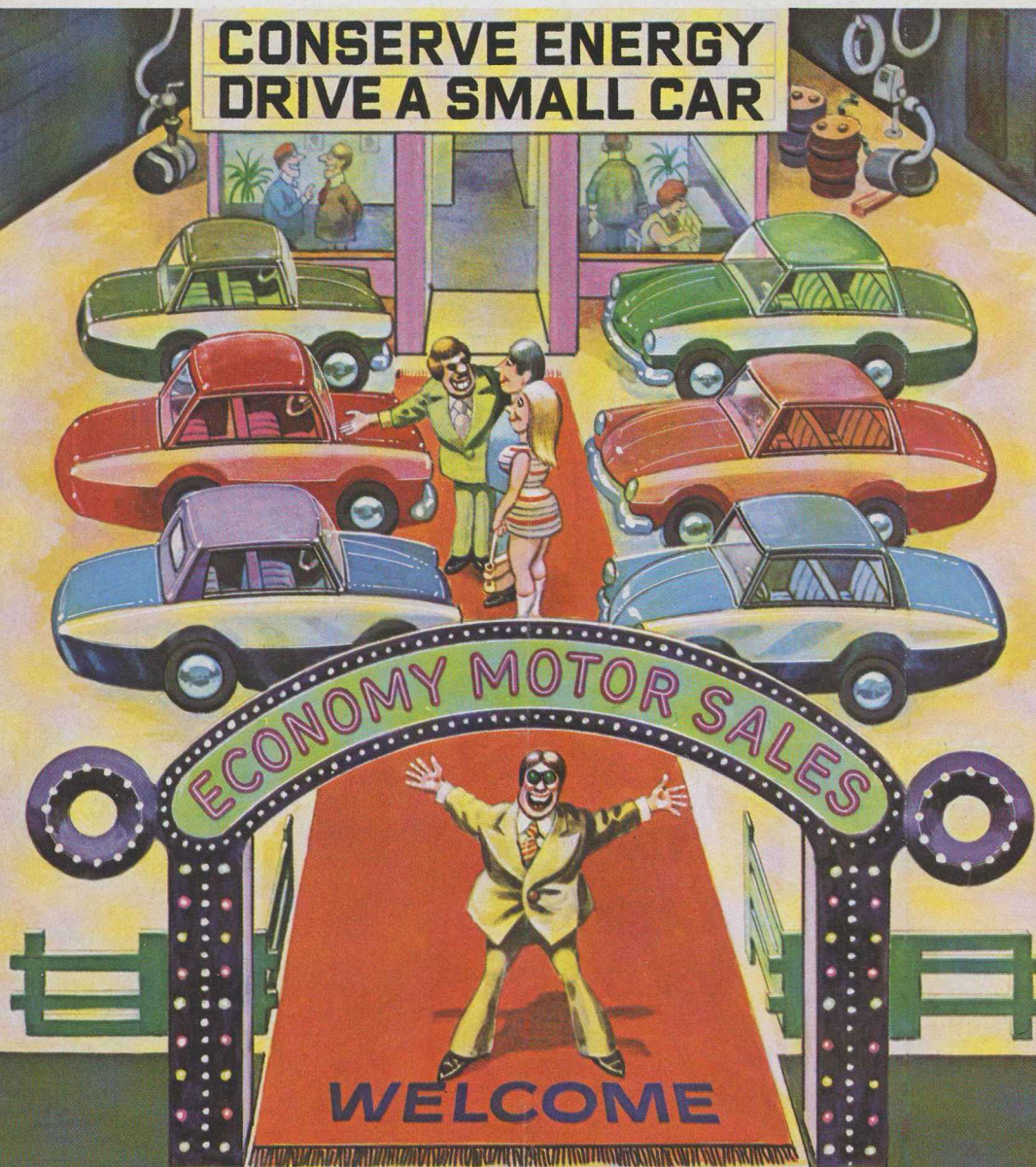


FOLD PAGE OVER LIKE THIS!

**A**

FOLD THIS SECTION OVER LEFT

**B** FOLD BACK SO "A" MEETS "B"



Jaffee

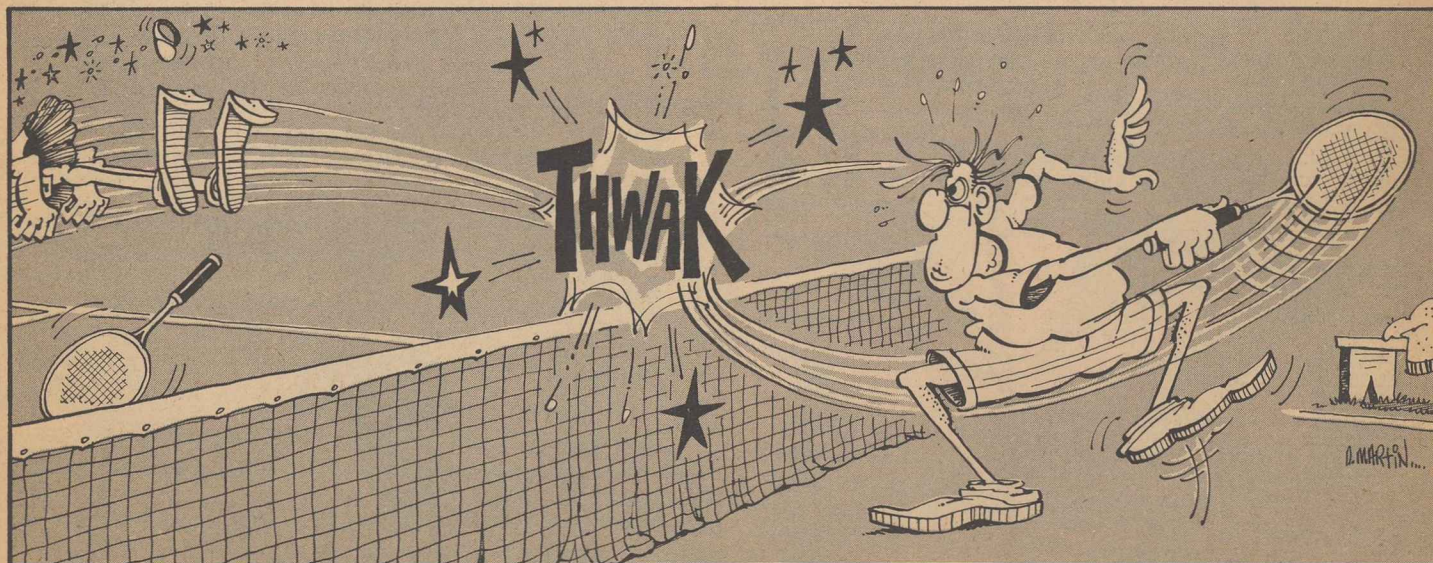
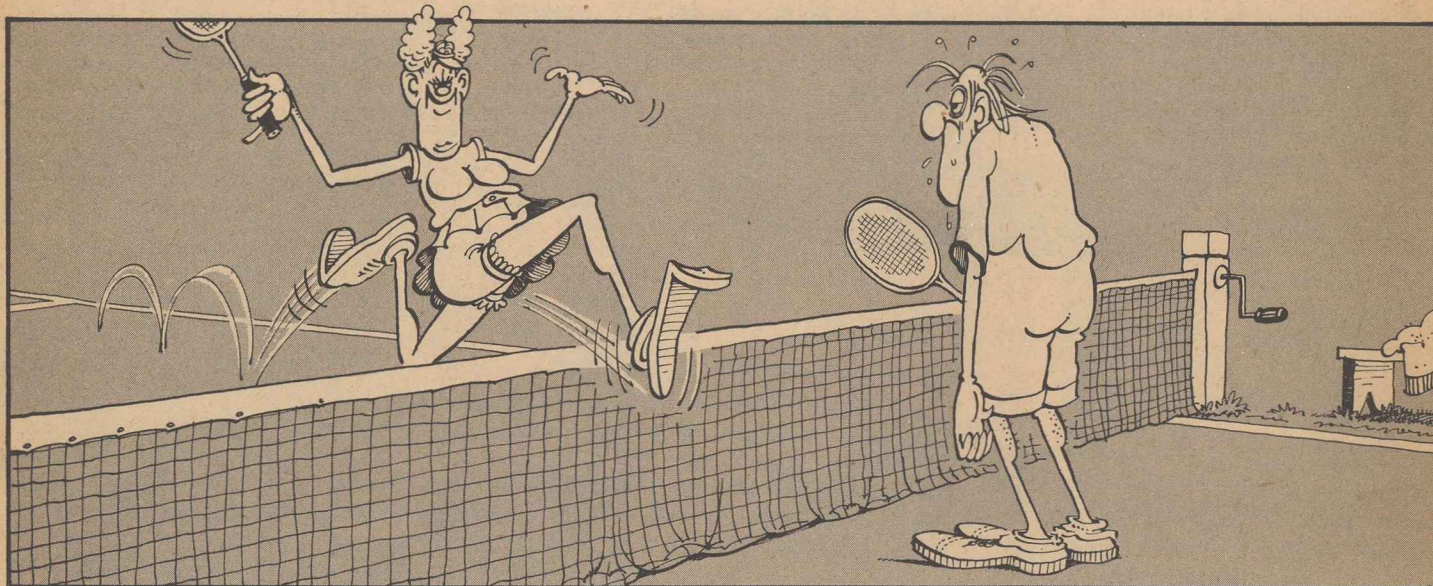
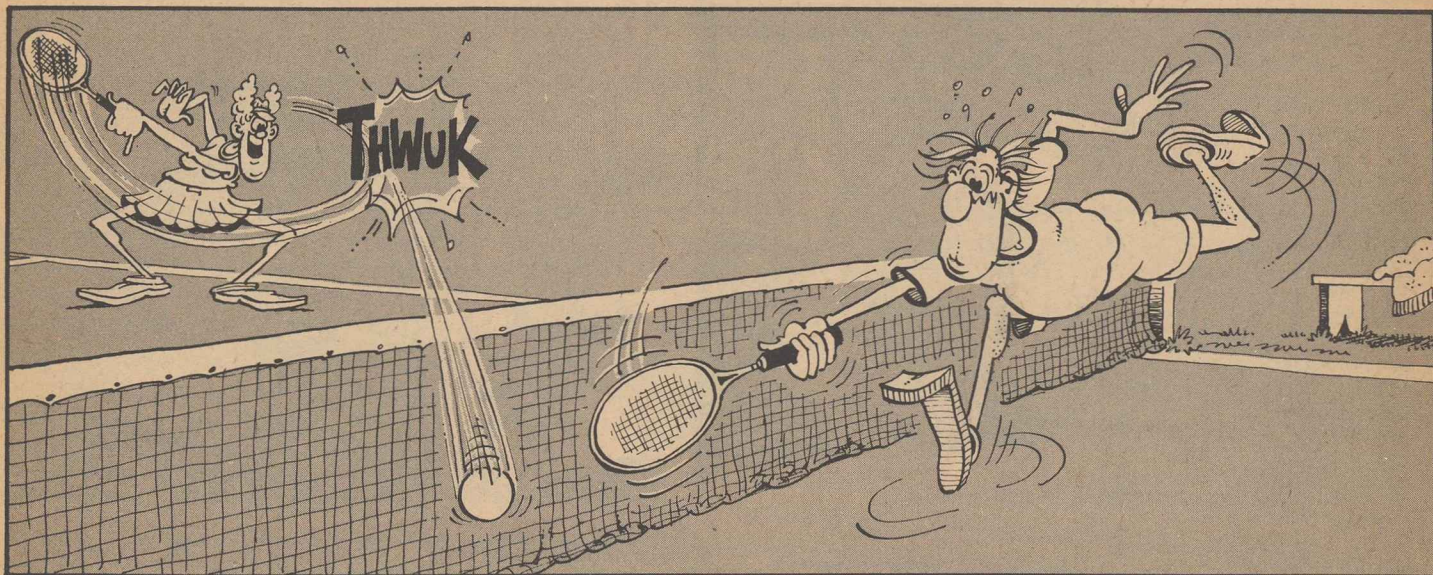
ARTIST & WRITER:  
AL JAFFEE

THOUGHTFUL BUYERS WANT CARS THAT WILL SAVE  
PRECIOUS GASOLINE BUT FOR SOME TO SACRIFICE  
THE BIG CAR'S LUXURIES COULD BE A BIG DRAG

**A**

**B**

# ONE DAY ON A TENNIS COURT

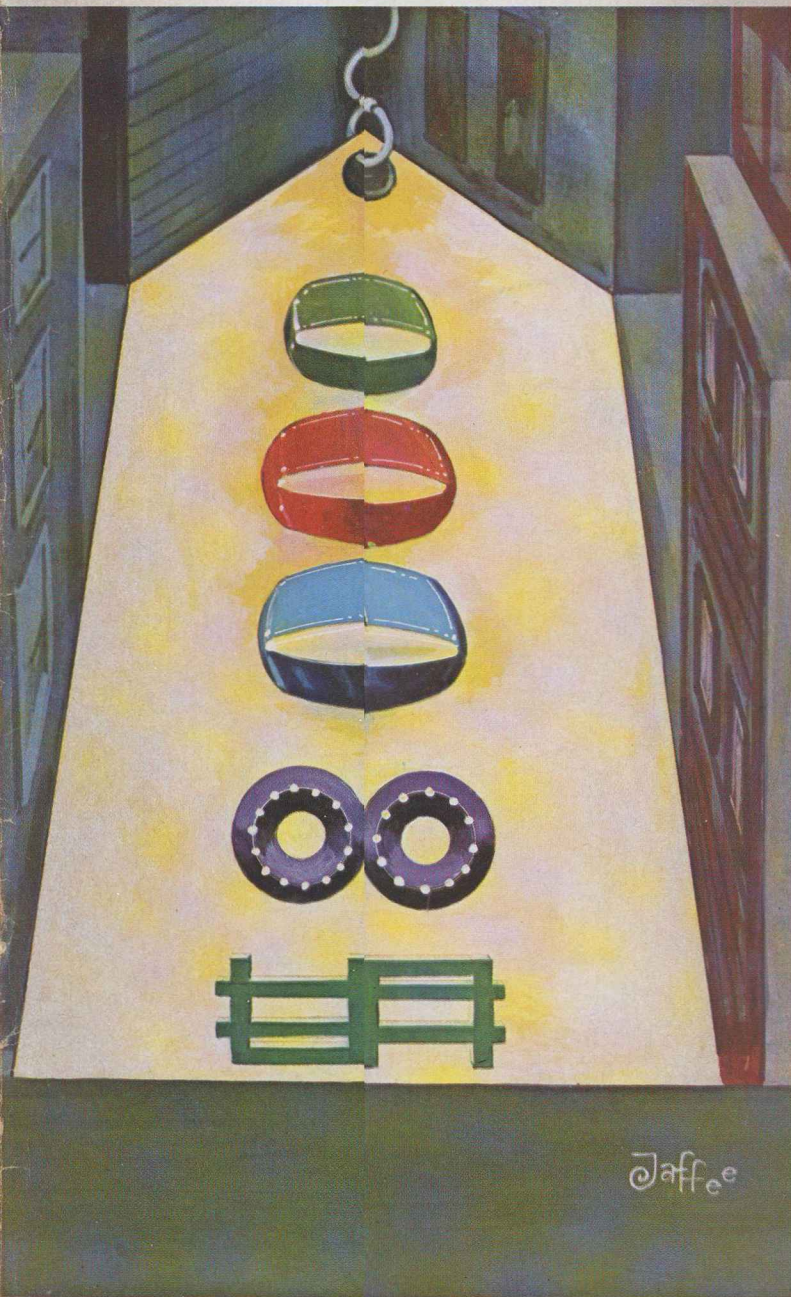


WHAT  
BIG CAR  
FEATURE  
WILL SOON  
BE INCLUDED  
IN SMALL  
ECONOMY CARS?



FOLD PAGE OVER LIKE THIS!

A MB FOLD BACK SO "A" MEETS "B"



Jaffee

ARTIST & WRITER:  
AL JAFFEE

THE  
PRICE  
TAG  
A MB

# A MAD MEDICAL REPORT

**NAME:** Uncle Sam

**ADDRESS:** U.S.A.

**AGE:** 198

**OCCUPATION:** National Symbol

## HEAD

Subject suffers chronic headaches of increasing drug abuses, rising crime and urban blight, worsened by the pressures of civil strife.

## EYES

Fuzzy vision prevents the subject from focusing on his short-range problems. Also prevents subject from perceiving long-range goals.

## NECK

Red in some areas, stiff in most, preventing subject from accepting good advice from his Right or Left.

## HEART

Shrinking in size, and hardening, thus weakening his entire system. Fortunately, subject is blessed with a very strong Constitution.

## LUNGS

Gasps and wheezes indicate subject is suffering from trade imbalance, as his intake exceeds his output.

## STOMACH

Turned, by evidence of corruption and graft on all levels, resulting in occasional internal upheavals.

## BUTTOCKS

Bruised and sore from kicks and beatings delivered by nations once considered to be subject's allies.

## LEGS

Appear to be atrophied. Patient is unable to keep stride with rapid pace of his overseas competitors.

## BRAIN

Signs of severe damage caused by corruption at the top. Possibility of a dangerous major stroke exists unless drastic surgery undertaken.

## EARS

Apparent loss of hearing. Subject seems deaf to needs of the economy and pleas of the under-privileged.

## SHOULDERS

Sagging from years of carrying the rest of the world. Now weakened to point of being unable to carry self.

## CHEST

Partially caved in, indicating the possibility of a future depression.

## MUSCLE

Severe deterioration and softening of muscle of subject is obvious, due to a lack of National Purpose.

## HANDS

A creeping paralysis is apparent, preventing the subject from grasping his role in a changing world.

## INTESTINAL TRACT

Clogged with bureaucratic waste, causing overall sluggish behavior.

## KNEES

Fortunately, in good shape, since subject may be forced to his soon.

## FEET

Arches collapsing. Feet unable to bear weight of over-inflated body.

